

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXV.

NEW YORK, Nov. 4, 1908.

No. 6.



Talk About "Circulation"



17,000 (Seventeen Thousand) dealers—general store-keepers and dry-goods merchants—sell "The Butterick Trio" magazines.

Editions of The Butterick Magazines run into millions.

Ten Million Women read and study the Butterick Magazines.

"The Butterick Trio"—The Delineator, The Designer, and New Idea Woman's Magazine—are read, and studied, kept, and referred to, because they contain style information—fashions—patterns—hints—household helps.

"The Butterick Trio" magazines are "lent 'round the neighborhood" for months after publication.

Do you want such "circulation" for your advertising? Then—advertise in "The Butterick Trio."

W. H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago

Ask Our Advertisers

The DAILY and SUNDAY St. Louis Star as a Lewis Publication

has created a big change in St. Louis daily newspaper conditions.

There is a dynamo of energy behind the rejuvenated St. Louis STAR. It is this forceful and well-directed energy, plus ability to do things, that is pushing the paper to the front and has made it an essential factor to the success of advertisers desiring St. Louis publicity.

The first thing Mr. Lewis did was to clean up the advertising columns, so that the *St. Louis Star* is now

The Cleanest Looking Daily Newspaper in St. Louis

No objectionable medical advertising of any kind is accepted. We have undertaken to make the St. Louis STAR not only the home newspaper of St. Louis, but the best newspaper of St. Louis, and the reading public as well as local advertisers seem to think that we are succeeding at a remarkably rapid rate.

We have built up a big following among women and the St. Louis department stores—here on the ground—were the first to recognize this fact. Since the *St. Louis Star* became a LEWIS publication it has carried more department store advertising than it ever carried before.

In addition to inaugurating a Sunday issue last month, here is a brief programme of

The St. Louis Star's Doings for November

For election night the STAR has rented the mammoth new St. Louis Coliseum, and has invited the women of St. Louis to come sit in comfort and hear the election returns, as our guests. This is the first time in America that a special place has been provided for women to hear the election returns. 15,000 to 20,000 people will be our guests on election night—and two-thirds of them will be St. Louis women. A band of fifty pieces has been engaged. Timely moving pictures and many novel and interesting features will intersperse the entertainment.

Another feature for November is the installation of a brand new \$50,000 Goss printing press, on which we will do all of our own color work.

These are but two of the progressive features that reflect the vigor of the new management. The STAR is the talk of St. Louis, and its energy is being rewarded.

The Home Subscriptions Have Increased 20%

If you will communicate with some of your local connections we are sure that a very interesting report would be made on the rejuvenated *St. Louis Star* and the personality that is now behind it.

By contracting now you would have the benefit of the present rates for a year's time, and that not only means good value to begin with, but extra good value as the circulation increases.

THE LEWIS PUBLISHING COMPANY

CAL. J. MCCARTHY, Adv. Mgr.
ST. LOUIS, MO.

Chicago Representatives
BARNARD & BRANHAM
Boyce Bldg.

New York Representative
E. L. PACKER
Flat Iron Bldg.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1895.

VOL. LXV.

NEW YORK, Nov. 4, 1908.

No. 6.

REMARKABLE PROPRIETARY BEVERAGE.

THE STORY OF "COCA-COLA" AS TOLD BY ITS GENERAL SALES MANAGER—TWENTY-FIVE YEARS AGO IT WAS A HEADACHE CURE—WHEN THE THIRST APPEAL BEGAN ITS SALES COMMENCED TO CLIMB—MILLIONS OF GLASSES HAVE BEEN SOLD SINCE—WHY ATLANTA?

One night, back in the early eighties, a Georgia farm-boy went into the village to see about storing some cotton, and did an unaccountable thing for a boy living on a Southern farm. He started home again without ever going to the post-office. He never thought of it until half-way on his return journey. Then he remembered and went back.

It was late. The post-office had closed. But the postmaster was there, and handed out a letter addressed to the boy's father. The boy gave it to his mother when he got home. She opened it, read it, and cried. The boy's father came in, read the letter, and said, "Well, he'll have to catch that four o'clock train in the morning, that's all."

This letter stated that there was a job waiting for the boy at Candler's drug store in Atlanta, and that it would be held until eight o'clock Wednesday morning—but no longer. This was Tuesday night. The letter had been lying in the post-office nearly a week.

Next morning the boy caught the four o'clock train into Atlanta, and when Mr. Candler came down to open his drug store at seven, there he sat at the door. The boy naturally thought that Mr. Candler would make a fuss about him. But he didn't. After

showing him how to sweep out, and letting him finish, he gave him a basket and sent him out into unknown Atlanta delivering packages.

That boy was Samuel C. Dobbs, to-day general sales manager of the Coca-Cola Company, Atlanta, and his boss was Asa G. Candler, now its president, and one of the leading men in the Georgia metropolis. At that time Mr. Candler owned one retail drug store, and was ambitiously trying to become a manufacturing pharmacist. Young Dobbs went to work for him and soon became interested in his plans.

Somewhere in Atlanta at about this same period there was a chemist who had a similar ambition. Dr. J. S. Pemberton was a skillful chemist and pharmacist, but inclined to be a dreamer without the practical business qualities that make day-dreams come true. He had developed a preparation that he called "Coca-Cola." It was a medicine containing the ingredients of a quick headache cure, but was compounded in syrup form, to be served as a pleasant beverage with carbonated water at soda fountains.

In 1886 the Doctor sold twenty-five gallons to local druggists, and spent about twenty-five dollars, or one-half his receipts, in circulars and other crude advertising. Next year he sent a salesman on the road, and did a little newspaper advertising in Southern cities, with the result that about 900 gallons were sold. Complimentary tickets, good for a free drink of Coca-Cola, were also distributed for the first time. The business did not pay, however, and the Doctor sold it to a firm of druggists. They in turn sold it to another firm in a few months, and

as the latter owners did not make it pay, it was sold again, this time to Mr. Candler, who took over the tiny business, with its small stock of ingredients and circulars, in 1888.

By this time Mr. Candler had acquired considerable experience as a manufacturer of pharmaceutical preparations. But it was experience a good deal like Dr. Pemberton's. He had put a Candler tooth powder and a Candler blood tonic on the market with no great success. Failure taught him something, however, so that when Coca-Cola came into his hands he knew how to develop it.

The market was almost as well supplied with remedies for headache at that time as it was with tooth washes and blood tonics. Mr. Candler had found this out by experience. Besides, he reasoned, the chronic sufferer from headaches may have but one a

ly he altered its formula, transforming it from a medicine to a beverage.

To-day Coca-Cola is probably the most widely known non-alcoholic thirst remedy sold in the United States. Since the first gallon was prepared more than twelve million gallons have been sold. It is claimed that the preparation contains nothing harmful, nor anything in the way of ingredients that any druggist may not obtain. In addition to its thirst-quenching properties, Coca-Cola is a mild stimulant for tired persons, and a dispeller of headaches as well, a glass of it containing about as much caffeine as a cup of strong coffee, with none of the later's harmful tannic acid. But Coca-Cola sells chiefly because of its characteristic flavor. Hundreds of imitations have appeared, and it is said that one manufacturing pharmaceutical

We are going to send a steady stream of people to your Fountain for



Over Half a Million Dollars

will be spent this season in advertising Coca-Cola for the benefit of dealers—this includes YOU. Are you in shape to supply the demand that this enormous advertising campaign is going to make on you for Coca-Cola?

If not, order now and listen all summer to the cheerful ring of a busy cash register

FIRST—Get the genuine

NEXT—Serve it right—this is a point you can't afford to overlook, because even the genuine, improperly served (too much or too little) will not give satisfaction

Learn these Directions by Heart:

TO DISPENSE—Draw one ounce of Coca-Cola in seven ounce glass; then fill glass with large stream of soda water, stirring with a spoon that Coca-Cola may be thoroughly mixed

The Coca-Cola Co.
ATLANTA, GA.



week. Many persons have only one a year.

There was one dreadful malady, though, that everybody in the South suffered from daily, and North also, and which during six or eight months of the year would be treated and relieved, only to develop again within less than an hour. That malady was *thirst*. So before the new proprietor did much with Coca-Cola commercial-

house offers a standing reward to its laboratory staff for a preparation that will have the distinct Coca-Cola "bouquet." But as some cooks can prepare coffee for which people willingly pay twenty-five cents a cup, and others produce, with the same apparatus and ingredients, a mixture that nobody cares to drink, so Coca-Cola possesses this definite quality of flavor.



The Curtis Publishing Company's New Home

TO ISSUE more than a million copies, each month, of THE LADIES' HOME JOURNAL, and to issue, each week, more than 900,000 copies of THE SATURDAY EVENING POST, which is growing, both in size and circulation, we find our present quarters inadequate.

The above building is our new home. It will be the finest publication building in America. It faces two public squares—one of these, Independence Square, where stands Independence Hall, sheltering the Liberty Bell. Our building will be nine stories high, and will have a total inside floor space of eleven acres. It will be solely and exclusively occupied by our two publications.

The success and continuing growth of our enterprise are the result of good stuff, pushed by good advertising. This formula is just as effective for others as it is for ourselves.

The Curtis Publishing Company

Philadelphia

New York

Boston

Chicago

The first year of Mr. Candler's ownership saw sales of about 2,000 gallons. Young Dobbs was sales manager from the first, having grown with his boss and the business. He went out immediately with this new syrup, placing it in Atlanta and surrounding territory, and put his earnings into Coca-Cola too—he might not have known much about the future of the preparation at that time, but he had an enormous, abiding faith in Candler, and was willing to invest all he had.

"Mr. Dobbs, one question naturally arises in connection with Coca-Cola," said the reporter to him the other day, while the sales manager was in New York. "That question is, Why Atlanta? We know Atlanta is now the Chicago of the South, and leading a new era there, and building manufactures. But why should a great business like yours have grown up there, and nowhere else?"

"Well, the South is the home of soft drinks," was the reply. "Soda fountains there now run all year round. Climate has always favored the sale of non-alcoholic beverages in the South and consequently their development. That partly answers your question. For the rest, we were Atlanta men, and built from the city where we were located, getting home trade first, then extending the business into Georgia, and then the South, and so on, until bit by bit the whole country has been covered. To-day we have eight factories—the main one in Atlanta, and branches in Chicago, New York, Philadelphia, Dallas, Los Angeles, Toronto and Havana.

"When I first started out selling this preparation in 1888 even Southern soda fountains were shut down four to six months in the year. To build our business we have made an all-year fountain business for the druggists through the South. At that time they could not be induced to operate through the winter. To-day, however, the winter business is growing even in the coldest parts of the North.

"A very large part of the suc-

cess of Coca-Cola is due to our close co-operation with druggists through our salesmen. In centers like New York, for example, we have our own stables, our own delivery service, our local sales force. Last year our fifty-four salesmen throughout the United States and Canada dressed 30,000 druggists' windows. There is but a fraction of a penny profit to us on each glass of Coca-Cola sold retail. Next to creating a national demand for the beverage through advertising comes the work of helping druggists sell more. The first device developed was that of free ticket distributions in druggists' neighborhoods, hit upon by Dr. Pemberton, which is still one of our best methods of promotion. These tickets are given out to the public, each good for a glass of Coca-Cola, and the company redeems them at the full retail price of five cents.

"Window work started with crude displays, and has gradually been developed until now we buy materials for this purpose and have a characteristic window each summer.

"Some manufacturers furnish the retailer window suggestions. Others furnish him complete displays with directions for dressing. Our men, however, go right into his store, dress the window, trim the fountain and stimulate the retailer's trade. We hold salesmen's conventions in Atlanta periodically, discussing methods. One man will be detailed to dress a window down-town in the morning, and after lunch the convention visits the display, studies it, criticises and offers suggestions.

"Our window material to-day is purchased of the large lithographing houses, and much thought has been given to the central idea used each summer. One year we used, for instance, a lithographed background representing a lawn, with a cut-out girl in the foreground, sitting in a swing, drinking a glass of Coca-Cola. The window idea for next summer was first suggested by a man on our sales force. It seemed crude at the outset. He was asked to de-

velop it. For several months he worked over that idea to give it directness and strength, and last week we let the lithographing contract for what I believe is the best window display we have ever used.

"For fountain decoration we employ colored cut-out leaves and similar material, as well as signs. Our men are drilled in our own organization, coming up from places as helpers on the wagons, and being taught and promoted as they show ability. They not only handle sales, deliveries and this co-operative work for the retailer, but remedy the grievances that really underlie most of the so-called substitution. When we find a druggist selling an imitation of Coca-Cola we work with him, not in the belief that he is doing it for a few cents more profit, but on the assumption that we have unintentionally offended or mistreated him and given him a false conception of our company and its product.

"I am the general sales mana-

ger, you know, and do not conduct the advertising department. That work is in the hands of our secretary, Mr. F. M. Robinson, who has been with the company from the start. You may imagine that I am attributing all our growth to my own work. On the contrary, our advertising began with the first year of Mr. Candler's ownership. It was crude—oil-cloth signs, wood-cut posters, and so forth. But the product itself was crude then. Much of the syrup sold the first year spoiled on druggists' hands, and so we had to give it better keeping quality.

"Coca-Cola did not pay a dollar profit for four or five years, yet the advertising went on steadily, and until 1890 the outlay for publicity was greater each year than the actual receipts. But next year the demand more than doubled our sales, which ran to nearly 20,000 gallons, and in 1896 we passed the 100,000-gallon mark. In 1904 we first exceeded a million gallons, and this year, 1908, we have spent

THE MINNEAPOLIS JOURNAL AGAIN LEADS

THE SUCCESSFUL CANDIDATE
IN THE
SEPTEMBER ADVERTISING CONTEST

MY RECORD
OVER 23 REMORE
THAN THE
NEAREST ADVERTISING
2188 Cols
OR
30832 LINES

**PLATFORM OF
THE MINNEAPOLIS JOURNAL**

**SEPTEMBER RECORDS
SHOULD INFLUENCE
THE NOVEMBER VOTE
FOR ADVERTISING!**

in advertising half a million dollars, which is more money than our total gross sales amounted to during the year 1900.

"The first advertising took an outdoor form, being signs tacked onto walls and pinned to awnings, and covering country where the newspaper and magazine habits have not been so fully developed as in the North. As a result of this form, we have always been very partial to strong, simple poster display, even when periodicals were used. Only within the past two years we have developed advertising copy that gives more extended argument. Yet even the newspaper advertisements we published this summer have been illustrated with pictures which, if every word of text were torn from the advertisement, would still tell a forceful story for Coca-Cola.

"Our first street car contract, made twelve years ago, was an affair involving a consideration of less than \$150. But it has grown into a display that takes in, twelve months every year, nearly every street car in this country, Canada and Cuba. We spend a hundred thousand dollars a year in the cars. A contract for painted bulletins, nine years ago, involved something over \$4,000. We now have a painted display of nearly three million square feet on walls alone, and an additional display on bulletins in big cities. This display is our foundation for other advertising. As the business grew we bought more and more of it, and the periodical publicity is changed each year as conditions arise, to meet whatever seems to be the prime need of the summer's business. Newspapers and a few magazines were added in 1905, and have been steadily increased since, year by year."

During the past summer (1908) religious weeklies were added to the list. Mr. Dobbs said, however, that while the newspapers had been kind in the matter of positions, and space had been extra large during the height of the hot weather, the results as a whole had been somewhat disappointing. Up to October 1 the

sales had been 2,287,841 gallons, and the year promises to close with only a ten per cent. increase of business. The Coca-Cola publicity is so widely scattered over the country, and in so many mediums, that it is difficult to trace results or to say which medium has proved least effective. Times have been hard on the one hand, and weather has been hot on the other, and so productive of thirst, fatigue and headaches. As there are between 125 and 130 glasses of Coca-Cola in a gallon, it will be seen that the country has absorbed to date the present year fully 300,000,000 glasses of the beverage, or twenty glasses per family.

The coupon plan followed by the company is simple. Each druggist purchasing a five-gallon keg of Coca-Cola is allowed to send in to the company a list of about one hundred of his best customers, and to these names a coupon is sent, under two-cent postage, good for a glass of the beverage, and bearing the druggist's name. A letter goes with it. When retailers suspected that this was a device to advertise at their expense, as many have done in the past, during pioneer work in a given locality, the company's salesmen distributed the tickets in person, thus showing that no discount was given on the goods where the retailer hesitated to co-operate, and that patrons would be sent to his fountain anyway. In many cases the number of tickets would be doubled and tripled, so that the retailer was puzzled by an advertising plan which took from him \$8.75 for a keg of syrup and then sent people to his store with five dollars in coupons that were as good as cash—and in some instances ten, fifteen and even twenty dollars' worth. One demonstration of that plan, though, was enough. The product has qualities that make re-orders certain, and when this had been proved the dealer invariably worked with the company.

Mr. Dobbs makes his headquarters at the home office in Atlanta, but is kept traveling over the

ELECTION OVER! ACT QUICKLY!

Have you delayed decision on your advertising plan because of the Presidential Election?

We can give you almost instantaneous national publicity.

Your advertisement delivered to our readers five days after forms close.

COPY RECEIVED NOV. 13 APPEARS IN NOV. 21 ISSUE

COPY RECEIVED NOV. 20 APPEARS IN NOV. 28 ISSUE

COPY RECEIVED NOV. 27 APPEARS IN DEC. 5 ISSUE

COPY RECEIVED DEC. 4 APPEARS IN DEC. 12 ISSUE

COPY RECEIVED DEC. 11 APPEARS IN DEC. 19 ISSUE

205,000 FAMILIES More than 1,000,000 Readers

It is conceded that the market we offer for standard goods is unsurpassed.

Rate: \$1.00 per line flat, or less than one-half a cent per line per thousand. We exceed by 30,000 copies the circulation of 175,000 upon which this rate is based.

We exceed by 30,000 copies the circulation of 175,000 upon which this rate is based.

A rate so low for circulation of essential quality offers an opportunity seldom available, and if you write us now you can use all five of our five issues appearing between now and Christmas.

The Literary Digest

NEW YORK: 44-60 East 23d Street

BOSTON: Penn Mutual Building

CHICAGO: 1210 Association Building

30% October Advertising increase over 1907 30%

country most of the year. His sales force is in every respect a personality organization, and works in each community according to conditions. If conditions are very bad, Mr. Dobbs jumps in and helps his men.

He told an amusing story of a druggist with a fine new fountain and a beautifully decorated store, doing business at one of the great summer resorts. For two years the local Coca-Cola salesmen had tried, tactfully, to trim that fountain or get a display in the windows. But it was of no use. The druggist sold genuine Coca-Cola when it was asked for. He would go no further.

Mr. Dobbs needed a rest. He planned to take it at that resort in the height of the season. He and his local salesman called on the druggist. The latter makes a liquid soap of which he is very proud. Mr. Dobbs bought some of this preparation, and fine stuff it was. He talked with its compounder, not merely as a manufacturer of proprietaries, but as a retail druggist—for one year, in the early days of Coca-Cola, when work had sapped his health, the sales manager bought a country drug store and ran it to pay expenses while he was recuperating in rural Georgia. Before the week was out that fountain had a Coca-Cola sign on it. The next week it was trimmed. The third week there was a display in the druggist's window. More than that, this druggist will allow no other proprietary concern to put advertising matter in his place of business.

Mr. Dobbs is a stockholder in the Coca-Cola Company, and during the past few years, as other business has engaged Mr. Candler's attention, has had much of the active management of the company.

JAS. H. COLLINS.

The Trenton, N. J., *True American*, was sold a few days ago at a public receiver's sale for \$55,000. Henry E. Alexander, of Columbus, Ohio, the purchaser, will continue it as a Democratic paper.

VALUE OF NEWS STORIES AS ADVERTISEMENTS.

The wide-awake advertising manager should take advantage of news events connected with the business he represents, to arouse public interest in its product.

An example of clever work in this connection recently appeared in a large number of newspapers throughout Ohio and adjoining states.

The news story was an account of the brave act of a telephone operator at Falsom, New Mexico, who was in charge of the exchange one night when a cloud-burst occurred at some distance from the town, pouring a mighty flood of water into the river and sending it down stream carrying destruction in its path.

When Mrs. Rook—that was the operator's name—received news of the approach of the wall of water racing down the valley she hastily called up each telephone subscriber and gave warning, and, as a result, many lives were saved. She was still engaged in her work when the flood struck the town and swept her to her death.

The Blaine-Thompson Agency of Cincinnati immediately seized upon the incident as an illustration of the inestimable value of the telephone in times of danger. Paid readers telling the story of Mrs. Rook's heroic act were sent out to a large number of newspapers. The moral conveyed was immediately appreciated and many new subscribers were enrolled by the Bell Telephone Co. in many towns and cities.

The Battle Creek Breakfast Food Company, Ltd., manufacturers of Egg-O-See, and other food products, has gone into the hands of a receiver, John E. Linehan, its general manager. The liabilities are given at \$450,000 and the assets at \$200,000. The company is capitalized at \$1,000,000. The total of the outstanding shares is 6,320, of which 2,684 are preferred and 3,636 common. The company has been one of the largest advertisers in the breakfast food field.

TRADE PRESS ABROAD.

In his address on "Foreign Advertising" at the October meeting of the Technical Publicity Association President Redfield gave some of the impressions he derived from his trip abroad this summer. He said, among other things, that the quality of the foreign trade press was poor, probably because there is little demand for good trade papers in the various industries. France has no strong papers in the hardware field and only one or two in the machinery field and these are more scientific than commercial in their style. In England the conditions that obtain are more nearly like those existing in America. Continuing he said:

"At present for any American manufacturer to attempt to use extensively the trade papers of Europe to push the sale of his product is, in my judgment, money very poorly invested; except as he may have some wise and careful agents in the various countries who are capable of taking and using a certain amount of trade paper space; watching it carefully; loading the paper with reading notices, and generally exercising that supervision which can only be given when close at hand.

"Theoretically the proper paper for an American to advertise in is one printed and distributed in the country which he wishes to reach, but *practically* it seems likely that good trade papers printed in America, and intelligently distributed abroad, may be better mediums than the feeble efforts which are the rule rather than the exception *abroad*."

Other speakers were Zene Schulte, Ingalls Kimball, W. H. Kemp, Howard Green, Geo. E. Long, C. N. Manfred, Rodman Gilder, Joseph Hain and John A. Kershaw.

The association decided to start a new publication called the *Technical Publicity Association Bulletin* which will be issued monthly or at longer intervals as occasion demands. The Nov. meeting will be held at the National Arts Club Nov. 12, when an attractive program will be presented.

"FACTFUL AND FAITHFUL."

E. R. BERRY Co.,
Manufacturers of Fine Toilet Requisites
and Berry's Creole Tea.
Main Office, 3028 Olive St.
St. Louis, Oct. 25, 1908.

Editor of PRINTERS' INK:

Enclosed please find \$2.00, which will cover annual subscription fee to PRINTERS' INK.

Your publication affords me interest and pleasure, and the advertiser who will not profit by its clear-headed individuality, its factful and faithful comparisons and deductions, is hopeless in the class of advertisers."

Wishing you continued progress,

Yours sincerely,

ELLA R. BERRY.

John T. Fitzgerald, for sixteen years a member of the staff of the American Newspaper Publishers' Association, has joined the soliciting force of the Vreeland & Benjamin Special Agency, New York.

Facts for Advertisers

The Chicago Record-Herald
has added still another month
to its record of advertising gains

Display Advertising Gained 18% in August, 1908

over August, 1907, and the
charges for classified advertising
increased five and four-
tenths per cent. A notable
showing for the dog days

The Chicago Record-Herald

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Takes the place of 280 County weeklies at
1-10 the cost. Great saving in bookkeeping,
postage and electros. Rate, 35 cents.

Actual average circulation 149,261.

EVIL OF PRESS AGENTISM.*

IT NULLIFIES THE EFFORTS OF LEGITIMATE ADVERTISERS, DISCOURAGES PROSPECTIVE PUBLICISTS, DUPES THE PUBLIC AND PROSTITUTES THE READING COLUMNS OF EVEN THE BEST NEWSPAPERS—CONDITIONS IN NEW YORK PARTICULARLY BAD—SOME CONCRETE EXAMPLES OF THE VICIOUS PRACTICES OF PRESS AGENTS.

Recently, under the head of "The Publicity Agent and His Work," we told you something in a general way about the activities of the men whose work it is to obtain for their clients free representation in the reading columns of the newspapers.

In that article a distinction was made between the work of the man who creates news by artificial means and then makes this news a vehicle for a clever advertising story and the man in whose stories there is always an element of legitimate, actual news paramount to whatever advertising motive the stories may have. The former of these two is the bright-eyed, suave, tricky, typical press agent—the second is a member of a new profession; he calls himself a publicity agent and prides himself upon doing a great work in the interests of humanity. In reality, however, the distinction between the two is extremely nice. In some few cases there may be a legitimate need for free representation in the newspapers. In ninety-nine cases out of a hundred, though, the "flimsies" sent out by both press and publicity agents are, at their best, unethical and misleading, and, at their worst, absolutely vicious from start to finish.

What would you say if some one were to tell you that, through the effective activities of a press agent, in booming certain Long Island real estate, an operator was able to sell the same lot four different times to four different "easymarks"—and that when these four unsuspecting "easymarks" took a day off to inspect their new property, they had to get a

boat and row out to it, as it was ten feet under water at high tide? Yet things like this are being done right along.

The press agent was born in the environs of the circus and worked upwards—or *downwards*, as you may be apt to conclude when you have learned something more of his work. From the circus, he extended his operations to the theatre. As long as he restricted his stories to happenings or alleged happenings in these two fields, nobody had any fault to find. It worked no appreciable harm upon any one if some painted beauty stood on her head at the corner of Broadway and Forty-second street in order to secure a little newspaper notoriety, or whether Salome just wears a smile and a string of beads or wraps herself up in a heavy winter ulster when she does her highland fling up at Keith & Proctor's or the Casino. As one newspaper editor said to me, "Nobody gives a continental, and if they do they don't have to go to see the show."

But when the press agent grew weary of the constant glare of the footlights and began to sigh for more worlds to conquer, then the trouble commenced.

His next step was into the hotel world, and here his work assumed a form which soon spelled loss of business and loss of money to newspaper publishers and hotel keepers. Only the newspaper publishers were too blind to size up the situation in its infancy. Now they have an elephant on their hands. The time was when hotels used to advertise in a legitimate way. They used to pay honest dollars for honest advertising. Now, instead of buying a double half column of space and filling it with an interesting description of their hotels and service, the custom is to hire some press agent who soon inveigles the celebrated Count Mountmorency Vere de Vere of Hoboken into stopping a few days at his hotel. Of course, then, the papers must be apprised of the fact, together with some incidental remarks to the effect that the count's suite costs a bil-

Thank Goodness It's All Over!

Now are you not glad that the election is a thing of the past, and that you won't have to worry about it again for another four years?

Were you one of the cautious ones? Have you waited to see how the election would go, before making your plans for the season's advertising? If so, then you are probably now making up the list of publications that you will use. Don't overlook the farmers. This has been a record year for the farmers. They have had no shut-downs, loss of employment or financial depression. They have had work six days every week, have splendid crops to show for it, and are getting record prices for them, too. This is the "psychological moment" to put in a bid for their trade. Advertise articles of every-day use to them—advertise holiday goods, advertise anything and everything for which there is a general demand among any class, and you will find that demand substantially augmented by the farmers' trade.

There are probably no more desirable media for both the general advertiser and the mail order advertiser than THE OHIO FARMER of Cleveland, and THE MICHIGAN FARMER of Detroit. For more than fifty years they have been directing farmers and stockmen along the most intelligent lines of agriculture and stock-raising. A more progressive, industrious, well-to-do class of people is not to be found than you will find in the ranks of the half million readers of these two publications. If farm journal advertising won't pay in the columns of these two papers, when fairly tested out, you may be pretty certain that it won't pay anywhere, and that one of two things is the matter with it—either your proposition is not a good one, or your advertising is not forcefully and convincingly gotten up.

Realizing that the opinions of the farmer's wife and children often influence the choice of a farm paper, they have recently improved their publications greatly, in this direction, by adding a special Magazine Section to THE OHIO FARMER and THE MICHIGAN FARMER. This special eight-

page magazine section will contain illustrations and reading matter similar to that now found in our very best magazines, including stories, long and short, for old and young. Sketches of travel and adventure. Many well-known magazine writers will be among the contributors.

This innovation in agricultural journalism will be appreciated and taken advantage of by manufacturers of goods that appeal to women and children. Many of these advertisers have long sought a medium that would reach the farmer's wife or children direct. They knew that very few publications devoted exclusively to women or children are taken by farmers, and this small number of subscribers is divided up among perhaps a hundred or more publications, making the proportionate rural circulation of any one of them almost infinitesimal. THE OHIO FARMER and THE MICHIGAN FARMER have solved the problem for this class of advertisers, by establishing this magazine section. There is hardly a single article advertised in the women's publications that could not be profitably advertised in this magazine section.

As THE OHIO FARMER of Cleveland, Ohio, has over 100,000 subscribers, and THE MICHIGAN FARMER of Detroit, Michigan, has over 75,000, it is a conservative estimate that an advertisement in these magazine sections will be read by over 200,000 women.

Manufacturers of goods that appeal to women and children (and that means almost everything advertised in the leading women's publications and the magazines) should closely investigate the advertising advantages offered by this new departure in agricultural journalism, for here is an opportunity to enter a practically new field at rates that are sure to yield good returns.

A letter to The Lawrence Publishing Company, Cleveland, Ohio, or Detroit, Michigan, or Wallace C. Richardson, Eastern Representative, Temple Court, New York City, will bring to advertisers full particulars regarding this new advertising opportunity.

lion dollars a minute and that the Count himself prefers oranges to cantaloupe for breakfast. And how the newspapers fall for this kind of rot! They fairly gobble it up and cry for more. It is velvet for everybody—except the advertising managers of the newspapers and the hotel men of the old school who are trying to do business along legitimate lines. The former sit up nights trying to figure out why in thunder the hotels are doing so little regular advertising, and the latter, after striving for a time to stem the new tide, one by one gradually say "Oh, what's the use?" and hire press agents of their own.

One would imagine that the press agent would have common sense enough to treat with squareness the newspapers upon which he depends absolutely for a means of plying his nefarious trade. Yet he hasn't. One of the biggest men in the New York advertising field told me the following story of how some of the leading papers in New York were neatly tripped up by a clever press agent. The story gives at the same time an interesting insight into the modus operandi of this night hawk.

It has to do with the efforts which one New York advertising agent (and press agent combined) made to take away a big account from another agent. The first agent went to the advertiser in question and made this offer:

"Look here, the agent who is carrying your account is a dead one. He doesn't know how to manage your advertising worth sour apples. He can't begin to touch my methods. Now, just to show you how I do business, I am going to get you a half page display advertisement in the Sunday editions of four New York papers and also a full page illustrated article and one extra column of reading matter on another page—and all this for \$2,000. How does that strike you?"

It struck the advertiser as being a whole lot of publicity for the money, and so he told the agent to go ahead with his scheme.

Then the agent made up the

advertisement, prepared the illustrated article and wrote the reading notice, and with all this stuff under his arm called on the advertising manager of one of the papers he had picked out as "good things."

"Say, Bill, old man," he commenced, making himself comfortable in a big easy chair, "got a nice ad for you—full half page and lots more coming. Big account—going to do lots of advertising—lots of it—and you're going to get the lion's share, Bill!"

Bill was old in the game. So he just said:

"What's the string?"

"String! No string at all—straight deal! Of course, we will expect you to do the right thing by us in the way of reading notices and all that, you know."

"If you advertise with us," said the advertising manager, "we will treat you fairly in the matter of press notices. Anything your client does that is of general interest to our readers we will gladly report. That is all that we can promise and all that you can expect."

"Sure, that's all right," agreed the press agent. "Here's the ad all ready for the composing room and here's my order for insertion. Now, here's a little story, Bill, that I wish you'd try to get in for me. It's a dandy article—good hot stuff—and lots of pretty pictures."

"What! A full page! What do you think this is—a house organ?"

"Why, what's the trouble? It's news. I've been Sunday editor of the New York ——— and I know what news is."

"Well, I've never been Sunday editor of the New York ——— or the *Squedunk Gazette*, but if that's news you take it around to the editorial department. That's the place for it."

"But I want your influence."

"My influence will never be exerted toward prostituting the columns of this paper in the interests of advertisers or anybody else. If you don't want to give me the ad on a straight basis, just

Mr. Advertiser!

By the time "APPLETON'S for Christmas" is on sale, the election will have passed into history, the right man elected, and the wheels of business once more set in motion at full speed.

Manufacturers will increase their advertising so as to readily market their output. There never was such an opportunity in our history for manufacturers to reap so quick a benefit from advertising.

Legislation along business lines will be more carefully conducted so that only the guilty will be affected.

To this end, and apropos of APPLETON'S policy to "build up and not tear down," we have a strong article in our November issue by Senator Beveridge, entitled "Unjust Attacks on Business Must Cease."

The work we are doing in this connection is meeting with hearty approval among our subscribers and is attracting to us a large number of the right kind of readers.

It is an open secret that the warehouses are empty and the retailers have been carrying as little stock as possible. Prosperity will reach us by the first of the year and our 80,000,000 consumers will place orders for goods they have long required.

Your advertisement in APPLETON'S would be one of the best investments you could make, for our service cannot be duplicated at the price.

APPLETON'S is a magazine in which you would be proud to have your advertisement appear. May we serve you?

Send for sample copy, rate card, etc.

APPLETON'S MAGAZINE

29 WEST 32d STREET

NEW YORK

stick it in your pocket and run along. You'll never get a full page reading notice in this paper for nothing."

Yet, there were papers in New York City hard up enough for business and careless enough of the ethics of good journalism to accept the fellow's proposition. That is, these papers for the little sum of \$500 each published a half page display advertisement, a full page illustrated article and an extra column of reading matter on another page. If the advertising managers of these papers took into consideration the actual newspaper cost of publishing all this matter, they might not have fallen quite as freely. But the specific point in the story is that as the press agent was not able to get his stuff into four papers, the advertiser refused to pay anything for what he did get in, and the papers which fell for the scheme will have to look to the agent for their money—which means that they will never get it.

Another scheme which this same press agent pulled off and at which every newspaper in New York City, with the exception of two or three, bit, was the placing of contracts for several half page display advertisements in the Sunday editions. The advertisements were to start about *six weeks* after the date of the contract, while *three weeks* after the date of the contract all the papers were to publish beautifully illustrated, half page reading notices. The papers all published the notices—and then the orders for the advertisements were cancelled. Some of the advertising managers that bit in this case are swearing yet.

These two scoops were pulled off in the interests of prominent automobile manufacturers, who, by the way, as a class rank about second in the list of publicity grafters. The average automobile manufacturer will do almost anything from running a fake race in his backyard to breaking some imaginary record over some imaginary course to get free press notices. And the inexplicable element in this phase of the free publicity graft is that the papers

all stand for it. They don't seem to understand that the more free publicity an automobile manufacturer gets, the less regular advertising he is going to do, or that, instead of assisting more intelligently in the developing of prospective advertising material, they are fostering a spirit of graft in a field that should otherwise be rich in business promises.

Five or ten years ago, when the automobile was a novelty and everybody was interested in it, it was good journalism for papers to print whatever reading notices they could get hold of. Only they weren't reading notices then—they were news. Then, too, they helped to develop a new industry, and that was a good work. Now, though, things are different. The manufacturing of automobiles is an established business. It has grown up, it is over its infancy, beyond the nursing stage, and it should be content to stand on its own footing and make its own way with other established institutions. Lots of papers, usually considered ethical, progressive sheets, publish a daily column of news items which run something like this: "Dr. and Mrs. A. B. Jones, en route from Springfield to New York in a Thomas Flyer, had dinner yesterday at the Allyn House." This is the cheapest sort of pandering after business, a return to the country journalism of twenty-five years ago. Unless "Dr. and Mrs. A. B. Jones" are persons of more or less renown, who on earth cares what car they drove or where they ate dinner or whether they had any dinner at all! Goodness knows, the press agent situation is bad enough without the papers themselves helping it along in this childish, countrified fashion.

ALPHONSUS P. HAIRE.

(Concluded Next Week.)

Winfield Urmey, for twelve years in the advertising department of the New York Times, has associated himself with his brother, Louis V. Urmey, in the general advertising agency business, in the capacity of solicitor.

HOW TO KILL THE SUBSTITUTION EVIL.

USE THE DAILY PAPERS AS WELL AS THE MAGAZINES—RUN THE DEALER'S NAME AT THE BOTTOM OF THE AD IF HE AGREES TO PUSH THE GOODS AND WILL ORDER A SUFFICIENT QUANTITY TO MAKE IT WORTH WHILE—IDEAS OF A DAILY ADVERTISING MANAGER.

In making my daily calls on the local advertisers I stepped into a wall paper and paint store and while there a lady came in and asked for a can of Jap-a-lac. The dealer, who evidently did not have Jap-a-lac, brought forth a can of Woodshine. He opened the subject by saying that Jap-a-lac was not as good as it used to be; that there was not the quality in the goods that Woodshine had, and that he would guarantee Woodshine to be all right, whereas, he could not guarantee Jap-a-lac.

The lady, however, preferred Jap-a-lac as she had used it before and it was satisfactory. Did he not have Jap-a-lac?

Yes, he had it, but he assured her that it was not as high a grade of varnish as Woodshine and could not be guaranteed. Mr. Blank, another large dealer, who used to keep Jap-a-lac, was not selling it any more as he had found something else that was better.

In the end the lady took a can of Woodshine with the understanding that she could return it if it was not entirely satisfactory.

Plainly the national advertising of the Jap-a-lac people had created the demand for their product, had sold the goods which had proven satisfactory only to have a customer switched to another article. If the advertising in the magazines had given the name of the dealer who handled Jap-a-lac the manufacturers would have retained this customer. The remedy in this instance would have been to create the demand through a medium that would tell where the article can be purchased, so that there will be no chance of the prospect going into a store where something else would be substituted. In



I'm having the time of my life this Fall.

No, really, for once I am serious.

Just look at my ledger, all on the happy side. For twenty-six years, I've been driving this quill and never had a *larger September* in all that time.

Here I have just totalled the advertising in my *October Numbers* also and by Capricornus am surprised myself. The *greatest amount of October advertising* (by far) I have ever recorded.

And right here on page 1908, just take a glance at my *Circulation* account—equally prosperous as my advertising—over *10% increase* every month this year.

Truly I'm a happy little chap and when my friends say I'm looking prosperous, *There's a Reason.*

By the way, my *big special Christmas Number* is coming along too and that always has an *increased sale* of about 25%.

My patrons pay 25c. for it on the news-stands. Can you doubt the standing of such people in *LIFE*?

The final forms close November 18th at high noon.

My advertising manager, George B. Richardson, will serve you promptly and thoroughly.

LIFE
17 WEST 31st STREET
NEW YORK CITY

the case above cited the Woodshine people got the benefit of the Jap-a-lac advertising.

A short time afterwards I met the agent for the Jap-a-lac and told him of the instance here outlined, suggesting that he write his people urging them to use our paper for their advertising in Janesville. His reply was that they reached 15,000,000 people through the magazines and that no matter where you went you would always find Jap-a-lac for sale. I mentioned the two dealers who did not have it and he gave some excuses why they did not handle it.

Later I made it a point to see how many dealers here sold Jap-a-lac and found that the only two hardware stores in town did not handle it, that the only two wall paper and paint shops did not handle it and that only a few drug stores sold it.

Then it occurred to me to find out how many of our citizens were reached by magazines. My investigation showed that there are not over three hundred magazines that come into the city regularly each week or month as they are issued.

I found, moreover, that the cost to reach 1,000 people through even a small daily newspaper was about half what it would cost the advertiser to reach them through magazines.

In Rock County we have a circulation of about 4,500 and in each advertisement that appeared in our paper the prospective customer would be sent to the dealer if his name appeared in the ad, and not to a competitor.

Another case was that of a shoe dealer. He handled Burrojac shoes. The selling agents had sent us some proofs requesting us to solicit their agent here to run the advertisement in our paper. I called, and the agent being a personal friend, we went into the matter quite thoroughly. He would not run the advertisement saying that he preferred using his contract space with us to push his own firm rather than to build a reputation for Burrojac shoes. He admitted that Burrojac shoes were good, that they had the advantage

of being made of the only patent leather that was guaranteed to the dealer by the manufacturer, but said they were pushing the Thompson shoe as there was a larger margin of profit in it and it was a good shoe.

Then I asked him what he would do if a man came in and asked for a Regal Shoe. He told me that he would sell him something else because they did not have Regals. I spoke about the evil of substitution, but he said he would be very foolish to let that man go to his competitor if there was a possibility of selling him. A shoe dealer generally manages to get his customer's shoes off before he tells him that they do not handle the shoe he asked for. Then he sells him, if he can, other shoes that fit him and suit him in price.

Coming back to the subject of the advertisement, the copy was good, and the merchant admitted it, but he would not run it in on his contract. He said if the manufacturer would give them a decent appropriation for advertising he would increase his order for Burrojac to three times the size of the orders he had been giving, provided the advertising ran in our paper and gave his firm's name as dealers in Janesville.

Manufacturers who advertise in the newspapers, giving the names of the dealers who handle their product, would probably also advertise the dealers, but surely it is better to advertise the dealers than to create a demand and let the demand be killed by some competitor.

B. G. GOSLIN.
Local advertising manager
Janesville (Wis.) Gazette.

John H. Sinberg, formerly connected with the business staff of the Philadelphia *Record*, and who three years ago left the newspaper field to go into the real estate business with the firm of Felix Isman, has associated himself with the Commonwealth Realty Co., of that city.

Harry Meyer now represents the Humphrey Advertising Co. in St. Louis.

NEW WHISKEY PUBLICITY.

In an effort to get away from the conventional copy employed in advertising whiskey, Breen & Kennedy, of Chicago, have adopted and are trying out a new line of copy in exploiting their Smoothest Henderson Bourbon, furnished by the William D. McJunkin Agency.

The newspaper ads present a series of short talks called "Sayings of the Colonel," each of which winds up with some sort of an endorsement of the Henderson Bourbon. Eighteen of these "Sayings" have been embodied in a booklet to which is added a collection of the Colonel's favorite toasts.

Of course the purpose of this advertising is to sell this particular brand of whiskey. But does it? Will the printing of the Colonel's picture and a bunch of his "sayings" alone create a demand for Henderson Bourbon? Wouldn't it be better to use the space in giving talks on the character of the whiskey? to describing the care taken in its manufacture and aging? to calling attention to its particular value as a stimulant in the treatment of certain diseases? The present copy is entertaining, but its ability to produce results is doubtful.

As an inducement for people to invest in real estate at Pavonia Heights, Jersey City, prospective purchasers are told that when the Hudson River tunnels are completed it will be possible to do business in the lower end of Manhattan and to go home to lunch in ten minutes. Most business men feel that they cannot spend even that time in reaching the place where they are to eat the noon time meal.

Roy V. Somerville, formerly a special agent of Canadian papers in New York and for the past few years on the advertising staff of the *Delineator*, has removed to London and joined the agency of Paul Derrick, who is recruiting his forces among the bright advertising men of this country.

CAN YOU BEAT IT?

The Dayton Journal

in the first nine months of
this year

**Gained 3,314 $\frac{3}{4}$
Columns**

over the same period last
year,

2,087 $\frac{3}{4}$ Columns

is represented by local display.

Is not this especially significant? The local advertiser is on the spot and ought to know what he's about.

The JOURNAL is the only morning and Sunday paper published in Dayton with an actual population of 125,000 and a tributary population of more than a quarter of a million.

If you come into Ohio, you cannot overlook Dayton, and if you have a story to tell the people of Dayton and the Great Miami Valley, the JOURNAL is beyond question the best medium to use in the telling.

WHERE DOES MOST ADVERTISING ORIGINATE?

Have you ever had any curiosity as to what is the real advertising center of the country? Where are most of the big national advertisers located? Leaving out of the question the agencies that handle the business, where does the bulk of general advertising originate?

Before you finish reading this article, try to name in the proper order the half-dozen cities that contain the largest number of advertisers. The exact geographical center of the country for advertising cannot be absolutely determined but from some statistics that PRINTERS' INK has been getting together, it looks as though Punxsutawney, Pa., came pretty near being the hub of the advertising world. There is no famous advertiser in Punxsutawney, but if you were to average up all the advertising that is going out on national campaigns you would find that town comes close to being the center of things.

The following statistics are based upon a count of advertisers in a number of the most prominent magazines and weekly publications.

New York heads the list with 147 advertisers, Chicago is second with 81, Boston third with 34, Philadelphia fourth with 23, Cincinnati fifth, 18; Cleveland sixth with 15, Detroit seventh, 14; St. Louis eighth with 12, Rochester ninth, 11; Minneapolis and Buffalo 6 each, Pittsburgh has 5, Indianapolis and Syracuse 4 each, and Milwaukee 3. The magazines used give a pretty good line on "who's who" among the advertisers in the above-named cities.

If other mediums were examined the figures above given might be somewhat changed but there is no doubt that New York, Chicago and Boston would still head the list, in the order named.

Other cities, not named in this schedule, have their big advertisers. Take, for an example, Battle Creek and Grand Rapids, Michigan. Battle Creek is the home town of the famous C. W. Post of "Postum" fame, whose advertising

appropriation is probably not exceeded by any other one advertiser. Grand Rapids is the headquarters of the "Bissell" carpet sweeper, of "Alabastine" and other well-known advertisers. Brockton, Mass., is the site of the vast interests of W. L. Douglas, who is spoken of as "the largest shoemaker in the world," and at Lowell, Mass., is located the manufacturing establishment of J. C. Ayer & Co., most prominently known as the makers of the famous sarsaparilla.

Baltimore has "Hunter" whiskey and the cure for over-indulgence in the same—"Bromo Seltzer." Atlanta, Georgia, takes pride in "Coca Cola" and the warmest proposition of them all—"Tabasco"—hails from New Iberia, La., occupying an island (Avery Island) to itself. New Haven, Conn., is famous as the home of well-known firearm plants; Wilkes-Barre, Pa., has the works of the Matheson Automobile; Johnstown, N. Y., is the place where Knox's Gelatine is made, while in the state from whence we draw so many of our chief executives, Ohio, is located Dayton, the home of the National Cash Register.

It will be seen from the above that the newspapers and publications having a national circulation make no mistake in maintaining offices in New York, Chicago and Boston, where a large proportion of general advertising originates.

From these cities representatives can easily reach the smaller advertising centers. As a matter of fact they are expected to look out for any business that may be had in the adjoining territory.

HAS JOINED THE FRESHMAN CLASS IN ADVERTISING.

STATE OF NEW YORK.
NEW YORK STATE SCHOOL FOR THE BLIND.

OFFICE OF THE SUPERINTENDENT.
BATAVIA, N. Y., Oct. 5, '08.

Editor of PRINTERS' INK:

Enclosed find check for five dollars (\$5) for four more years of your thoughtful weekly, until July 1, 1912, if I mistake not.

I am the veriest freshman in the course of real advertising but, by means of your horse-sensical little publication, I may yet learn. Yours very truly,

F. L. MILLER.

RISES TO MAKE A FEW REMARKS.

JOHN V. FARWELL COMPANY.

CHICAGO, Oct. 26, 1908.

Editor of PRINTERS' INK:

The articles appearing in your valued publication over the name of James H. Collins are always interesting, because they are well written, and often contain real information. But the story of Heatherbloom in the issue of October 23rd contains a number of statements not in accordance with the actual facts of the case.

1st: A. G. Hyde & Sons are not manufacturers in any sense.

2nd: The process of finishing or manufacture is not a secret.

3rd: Every jobbing house in the country "does not carry Heatherbloom."

There are several other points, but these will do for the present.

Ad 1: A. G. Hyde & Sons do not operate a single factory. The United States Finishing Company, which might be and sometimes is called the Finishing Trust, has the contract for converting some of the Hydegrade fabrics, among them Heatherbloom.

Ad 2: We are now having converted for our exclusive use a lining fabric finished identically like the Heatherbloom.

Ad 3: Not one of the three large wholesale houses in Chicago carries a piece of Heatherbloom in stock.

The idea that we "have to" carry Heatherbloom is best illustrated by the fact that we have sold more DEPENDON taffeta by far during the last year than we have ever sold Heatherbloom in the same space of time, the former fabric being a similar but superior lining, wholesaled at prices more profitable to the retailer who eventually decides whether a fabric is going to be a success or a failure in his locality.

It is also a fact well known to people on the inside that Hyde's tried to corner the market on 96 by 120 grey cloth a year ago and as a result were caught with a lot of goods that cost them 12½ cents when they could have bought the biggest part, as they needed the cloth, for about 8 cents. Which explains in a way why now they are so anxious to sell that they are offering Heatherbloom to retailers direct at half a dozen different prices—any price, almost, to get the order.

Retailers in the country are not particular about pushing Heatherbloom because Hyde's have made no real effort to maintain their advertised retail price.

With these few corrections, I think Mr. Collins' story is almost otherwise correct.

Yours very truly,
A. GEORGE PETERSEN,
Advertising Manager.

P.S.—These remarks are not in any way meant to criticize the advertising campaign, which was splendidly conducted. It was simply a fall-down on the part of the merchandising department, something which is too often the case.
A. G. P.

INDICATIONS are that the November issue of HUMAN LIFE will run nearly 225,000 copies.

We are always prepared to prove circulation by Post Office receipts, printer's bill and paper bill.

Our rate, \$1.00 per line, is based on 200,000 copies.

Early this year the Post Office Department rendered excellent service to the advertiser and publisher. We refer to the law cutting down the sample copy privilege, and killing expired subscriptions after four months.

This year we have worked on quality as well as quantity. We have both!

Ninety-five per cent of HUMAN LIFE'S circulation is paid for one and two years in advance. It reaches a class of prosperous buyers in the small cities, towns and villages in the United States not covered by other publications.

Are We On Your List?

Human Life

THE MAGAZINE ABOUT PEOPLE
EDITED BY ALFRED HENRY LEWIS

83-87 Broad St.,
Boston, Mass.

MR. PATTISON IS ALL RIGHT WHEN HE ISN'T ALL WRONG.

THE EVENING POST.
NEW YORK, Oct. 23, 1908.

Editor of PRINTERS' INK:

Feeling that the editorial "More Red Blood" which appeared in your issue of October 21 was the means of placing *The Evening Post* and its management in an entirely wrong attitude before your advertising public, or that part of it which your publication reaches, I take this opportunity of replying briefly to some of the statements made in the article, in the hope that you will undertake to correct the impression which your readers may have gained through said editorial.

Permit me to call your attention to the fact that *The Evening Post* is not in the habit of knocking the magazines, or discussing them with advertisers. The business management of *The Evening Post* recognizes, and has always admitted, that the magazines have their own distinct field as well as the newspapers, and personally I am not sure but what the magazines at times assist the newspapers.

I have seen instances where the magazines have been instrumental in getting certain advertisers started using their publications, and have eventually seen these advertisers quit the magazines and go to the newspapers. Looking at it in this light, therefore, the magazines are a distinct help to the newspapers. However, this is not always the case.

Permit me to call your attention to the fact that *The Evening Post* is above everything else a newspaper, and its function is to publish news regardless of what it relates to. Our estimate of what constitutes news is not based upon whether the individual corporation or firm, to whom the item may refer, is an advertiser or not. This matter receives no attention at our hands. We have our own basis of deciding what is of value in the way of news and what is not, and we arrive at our conclusion regardless of the question of advertising.

An item of news relating to any individual or corporation who was not an advertiser in *The Evening Post* would receive the same consideration and attention as would a similar item regarding an individual or corporation who was an advertiser. We consider an account of an automobile race of just as much importance to the reading public as the account of a horse race, a yacht race, or any other kind of athletic contest.

The interest of the reader is to know who won, and an article which fails to mention the winner is of very little interest or value to the reader. For example, if you will recall the last international yacht races you will remember that the Shamrock was frequently referred to as Sir Thomas Lipton's Shamrock, and we fail to see any good reason for treating automobile races any differently from yacht races.

According to our way of arriving at what constitutes news in this matter it is, of course, of no importance whether

the Buick automobile is an advertiser or not, but in view of the fact that you state that they do not advertise, I think it is only proper to say to you that they do advertise, and have recently advertised not only in *The Evening Post* but also in the other New York papers.

The story in this race was not supplied us, as your article would indicate, by a publicity bureau. It was written by a member of our own staff who was assigned to cover same.

Your claim that I would probably say that I knew nothing about this article until it appeared is absolutely correct, but I will add that had I known that it would appear in this shape I would not have made any effort to change it.

I concede that many newspapers have been in the habit of giving attention to press agents' service in connection with automobile news, and have done entirely too much of it for their own best interests. This practice, however, is being curtailed by many of them, and if you will make a comparison between the columns of *The Evening Post* and those of almost any other paper, no matter how far back you may go, it may be for only a few months or it may be for several years, you will be forced to concede that the columns of *The Evening Post* are comparatively free from this sort of thing.

In addition to this, a careful inspection of our files will convince you that *The Evening Post* declines thousands of dollars' worth of business that is offered to it every month, business which it does not consider proper to accept and present before its readers, and it is one of the few papers in New York city which takes this stand. In this connection you will notice that it has refrained from printing any of the advertising of Thomas W. Lawson, and so far as I know *The Evening Post* is the only New York newspaper which can make this claim.

W. J. PATTISON,
Publisher *The Evening Post*.

It was not intimated in the article to which Mr. Pattison refers that the New York *Evening Post* is a particularly flagrant offender in the matter of free publicity given to automobile manufacturers. On the contrary, the *Evening Post* was cited precisely because it is generally regarded as one of the most conservative and ablest newspapers in the country. It was the general principle involved which in other less carefully conducted papers is carried to much more objectionable extremes.

The point is just this: So long as newspapers continue to regard as "news" the achievements of manufacturers in one industry, and refuse to regard as "news"

the achievements of those in other lines, just so long will they be troubled with the activities of press agents.

As matters stand, the obvious course of the automobile manufacturer is to work race events, hill climbing contests and long distance tests for all they are worth. The money that would otherwise go for legitimate advertising will continue to be spent for special racing machines and high-priced racing chauffeurs. There are important matters which might be regarded as "news" in other commercial lines besides the running of theaters, the publishing of books and the making of autos. Why discriminate?

It is a fact that business houses are frequently solicited to employ the services of some press agent who can concoct clever stories that newspapers will accept as "news," but high-minded business men don't like the idea of trying to get in the back door without paying the admission fee. And they object when they find newspapers giving valuable advertising to concerns that are not equally scrupulous.

The newspapers themselves should stop putting a premium on this sort of thing. Undoubtedly, in comparison with many other papers, Mr. Pattison and the *Evening Post* are already drawing the line pretty fine. But it is a safe prediction that in three years from now, they will be drawing the line much finer still.

AN OVERLOOKED OPPORTUNITY.

CHICAGO, Oct. 24, 1908.

Editor of PRINTERS' INK:

Talk about "Red Blood"—that editorial in the last issue at hand to-day, certainly has all the "White Corpuscles" necessary to bring about a real case of "Phagocytosis" among the newspaper "sick-uns."

One of the most aggressive advertising agencies in the West makes a strong plea for clients on the basis of its special influence with the newspapers, along the lines of *free* press notices. And they certainly secure the notices. They charge more for their services than most agencies but they tell the prospective client—(if newspapers are to be used): "We will get you free reading space and special press notices worth double the money." What a lot of newspapers stand for it!



(From a Photograph)

NEW HOME OF

Technical World Magazine

CHICAGO

C A magnificent new building—a splendid increase in circulation and in advertising patronage—a whole great army of enthusiastic readers and patrons, who are also friends—editorial plans for the new year which insure even greater and more rapid growth—that's the spirit in which we are looking forward to 1909.

C YOU are invited to call at our new home—shown above—and get filled up with the enthusiastic optimism which inspires every member of our great organization of workers.

C If YOU can't call on us—let ME call on you. I've a story to tell that you can't afford to miss. Send me a postal card today, please.

E. E. PHILLIPS **H. W. WALKER**
E. Adv. Mgr. Adv. Mgr.

Why doesn't some real live newspaper advertising manager show the progressive spirit of magazine management? What newspaper offers such splendid co-operative merchandising plans to the prospective advertiser as do any number of magazines?

Grant that DISTRIBUTION is the great problem for most merchandisers—how does the newspaper go about it to increase among the dealers the efficiency of a national advertising campaign? Instead of favorite "press notices"—let them co-operate with the advertiser's sales force in the local field. The newspapers ought to be filled with advertisements, similar to those appearing in the leading magazines—only applied locally.

What a grand opportunity the newspapers are overlooking. If they would only spend less time on medical advertisements and "fake" mining propositions, devote more energy to the localization of national advertising campaigns, we would approach the ideal in advertising service.

Mr. "Newspaper Man"—get busy—"hook up" the local dealer—"the Retailer is King"—and—you hold the key to DISTRIBUTION.

Produce the goods.

Sincerely,
H. J. WINSTEN.

BETTER NOT SEND PRESS AGENT YARNS TO THIS PAPER.

THE LEXINGTON HERALD,
LEXINGTON, KY., Oct. 22, 1908.

The Editor of PRINTERS' INK:

I have read your editorial in your issue of October 21st and desire to commend your suggestion to the newspapers in respect to cutting out free notices. There are a number of press bureaus under the guise of furnishing a correspondence service of both news and feature matter that are really press agents and that work off a vast amount of free advertising on newspaper publishers.

The Lexington Herald has from time to time exposed some of these press agencies and we have endeavored at all times to guard our columns against this imposition. Some manufacturers who use the magazines for advertising have the audacity to have their advertising departments send to the newspapers for insertion as news, matter for which they ought to pay the highest reader rates.

Your reference to the automobile business is particularly pertinent. Automobile races are chiefly to advertise automobiles. We had a fair in Lexington in August and an automobile day with races was one of the features. Naturally we are always liberal when it comes to boosting a local enterprise, such as this, but we did not feel under obligations to the fair management or the automobile manufacturers to give them free advertising in *The Herald*. We were compelled to report the races as a part of the news of the fair, but we did not mention the names of the cars. The cars in the races were identified by their owners or drivers rather than by the name of the manufacturers, and

Herald news editors have instructions to eliminate from all news matter everything that even suggests advertising.

Naturally this policy makes us some enemies and the rôle of pioneer in such a course as this is not an easy one. The newspaper publishers of the country are in serious need of education along this line and I hope that PRINTERS' INK will keep up the good work.

CHARLES I. STEWART,
Vice-President.

AFTER ART CRITIC'S SCALP.

L. M. DAY & Co.
Custom Tailors.
NEW YORK, Oct. 24, 1908.

Editor of PRINTERS' INK:

DEAR SIR:—Your remarks in reference to our ad on page 47 noticed, and in reply wish to say that the man who criticised same is away behind the times, with the old countrified idea of locking the stable after the horse is stolen. Nowadays, we believe in locking the stable before the horse is stolen. What earthly good is a winter scene ad to remind the buyer of his needs, when the snow and cold weather are here? That alone is enough to remind him. We believe in telling people before hand to get what they may need in the future and be prepared for such weather.

The remarks on page 47 are lacking in knowledge of up-to-date advertising. If the critic needs any lessons in advertising, our Mr. Raives, who is president of L. W. Day & Company and vice-president of L. W. Sweet & Company, will be pleased to advise him how to advertise up-to-date. Your criticisms are entirely uncalled for, unreasonable and one thousand years behind the times in argument. We are very much disappointed that PRINTERS' INK, of which we thought so much, should allow someone to butt in with opinions that are not worth the paper they are printed on.

Respectfully,
L. W. DAY & Co.,
S. RAIVES.

MORE INTERESTING THAN EVER.

STREET RAILWAYS ADVERTISING CO.
NEW YORK, Oct. 26, 1908.

Editor of PRINTERS' INK:

Thanks for calling my attention to the expiration of my subscription for PRINTERS' INK.

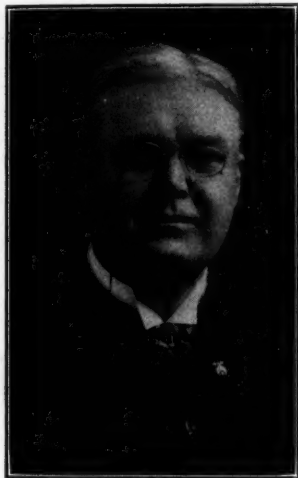
Enclosed herewith is my check for \$5.00 to cover three years' renewal. I am pleased to say that I have noticed "considerable improvement" in PRINTERS' INK, and although I have enjoyed reading the publication for at least seven years, it seems to be much more interesting since the recent change in its management.

Truly yours,
F. R. BARNARD,
New York Representative.

"I don't know how any advertising department can get along without PRINTERS' INK—both kinds."—C. W. Chabott, Simplex Electric Heating Co., Cambridge, Mass.

CHICAGO CLUB ELECTION.

After the hottest fight over an election ever held by the Chicago Advertising Association, Col. William A. Stiles, head of the William A. Stiles Advertising Agency, was last week elected president of that organization. His rival in the race was Charles E. Raymond, vice-president and Western man-



WILLIAM A. STILES

President Chicago Advertising Ass'n.

ager of the J. Walter Thompson Agency. The other officers elected were: T. W. Le Quatte, of Le Quatte's List of Sectional Magazines, first vice-president; Edward C. Westman, vice-president of Blomgren Bros.' Engraving Company, second vice-president; N. R. Taylor, street car and railroad advertising man, financial secretary.

In the winter issue of the Quarterly Style Book, published by the Home Pattern Co., appears a unique advertisement of the Columbia Phonograph Co. It is four pages wide—a single insert sheet. On the reverse side are printed transfer patterns for embroidery work. As the Style Book is not mailed to subscribers but is sold

through dealers, the insertion of the ad in its unusual form is not a violation of the postal laws.

The appearance of this advertisement will no doubt set hundreds of general advertisers to thinking of ways and means of accomplishing a desired end in ways hitherto untried.

That the advertising business on the Pacific Coast is in a prosperous condition is shown by the rapid growth of some of the general agencies. For instance, the Read Advertising Agency of Los Angeles has been obliged to increase its office accommodations three times during the past year and now occupies over 2,000 square feet of space. Several other concerns have been equally successful.

M. L. Wilson, well-known for developing new advertisers while connected with N. W. Ayer & Son, and later with the Frank Presbrey Company, has associated himself with The Blackman Company, New York City.

Worcester, Mass. The Gazette

LEADS ALL WORCESTER

daily papers in total advertising carried during the six week days

IN MONTH OF SEPTEMBER

the GAZETTE carried 23,624 inches advertising—leading its evening competitor by 7,757 inches

Gazette's increase over 1907 was 13⅓%

**WORCESTER'S
"HOME" PAPER
Pays Advertisers BEST!**

JULIUS MATHEWS, Representative

PRINTERS' INK.

THE HOME PATTERN CO
Manufacturers and
Distributors of
THE LADIES' HOME JOURNAL PATTERNS
NEW YORK

THE
MONTHLY

THE
QUARTERLY
STYLE BOOK
ADVERTISING DEPARTMENT
METROPOLITAN TOWER
NEW YORK

NEW YORK Metropolitan Tower
CHICAGO 747 Marquette Bldg
BOSTON 461 Devonshire St

SUBJECT:

Experience Breeds Contempt.

Mr. American Merchant,
Busytown, U. S. A.

Dear Sir:-

Some men, after a most favorable start in their commercial career, go along for three or four years growing constantly in ability and in position. Suddenly, they seem to lag. They still do well enough, but the brilliant careers they promised fail somehow to materialize.

Among your own friends you have seen instances enough of this; how have you explained them?

My theory is this:-

Experience breeds contempt: These men become complacent, self-sufficient, impatient of explanation. Just at the moment, they begin to say, "Oh yes, I know all about that", just that moment they stop short in their progress towards the top.

The few who grow to be really great are those that never lose the habit of close inquiry - the men who never forget that with each day comes some new force.

Some men will give little heed to the Monthly Style Book as a medium of publicity -

Others will begin to think and ask questions, possibly some such questions as those across the page.

Very truly yours,

Condie Nat

2

Experience Breeds Contempt

Next Letter—

Because the Daily Newspaper

What is the Monthly Style Book?
It is a Newspaper.

What news does it print?
Fashion News.

Whom does it reach?
Women exclusively.

Who publishes it?
The Home Pattern Company prints it for 2,500 of the leading dry goods merchants of the United States.

How is it distributed?
2,500 department and dry goods stores take charge of its circulation. THEY GIVE IT AT THEIR OWN EXPENSE to those of their customers who request it, at their dress goods or pattern counters.

What is its price?
The merchants pay for it something over $\frac{1}{2}$ cent a copy—approximately the same rate at which newspaper publishers sell to news agencies.

What is its circulation?
2,000,000 a month.

What is its rate?
About 15c per line for each hundred thousand readers, less than the rate of the average newspaper.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1838 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY.

Publishers.

OFFICE: NO. 10 SPRUCE STREET,

NEW YORK CITY.

Telephone 4779 Beekman.

President, J. D. HAMPTON.

Secretary, J. I. ROMER.

Treasurer, H. A. BIGGS.

The address of the company is the address of the officers.

London Agt., F. W. Sears, 50-52 Ludgate Hill, E. C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time will be put down for one year each and a larger number at the same rate. Five cents a copy.

JOHN IRVING ROMER, Editor.

New York, Nov. 4, 1908.

One Selling Point Enough

If you take up almost any notable advertising success, you will find that it has won out chiefly on a single selling point. The article may have many points of merit but the manufacturer has been wise enough to pick out his strongest point and concentrate his campaign on that. Too many points confuse the buyer and he doesn't remember any of them. But a single wedge driven in and everlastingly pounded into people's minds appears to win out. "It Floats" made Ivory Soap. The "Hammer the Hammer" campaign recently described in PRINTERS' INK is another case in point. Still a third is the Gillette Safety Razor. Safety razors have sprung up like mushrooms, here to-day and gone to-morrow. But the Gillette has stuck to the "No stropping no honing" argument with the result that the concern is said to earn \$700,000 net profit a year. Macbeth Lamp Chimneys don't break and the Gold Dust Twins will do your work for you. Mr. Post has become a multi-millionaire by sticking to the point that coffee is probably harming you.

No doubt there have been periods in the careers of these and many other successful advertisers when they have been tempted to drop their original selling point and develop other lines of argument. It is natural that a man should get pretty tired of a story that he has been repeating every day for a number of years and feels like introducing a note of novelty. But by resisting the temptation and keeping to his one winning idea, he manages to multiply his original success many times over.

It is a big contract to beat even a single, simple thought into the heads of the great buying public. But it is correspondingly more difficult to beat in two, three or four ideas. Out of a multiplicity of arguments comes confusion. There are any number of conspicuous examples to prove that a big success can be built on a single selling point. Having proved your case, why run the risk of introducing unnecessary proofs?

The professional advertising man sometimes feels that he is not earning his pay unless he introduces great variety of thought into his copy. Let him apply his ingenuity to dressing up the one best selling point in as many different attractive ways as possible. Let him also remember that no one reads all his ads, and because he has personally grown tired of a certain view-point, it does not follow that the actual buyer is also hungering for a change of diet.

A Story of Inspiration

If there is a single advertising man who has not seen the leading article in the *Ladies' Home Journal* for November, "How This Magazine Happened," let him not defer the reading twenty-four hours. It is an inspirational tale in simple language of one of the greatest advertising successes of the age. So restrained, so convincing is the story that it hardly seems possible that it could have been written by anyone other than Mr. Curtis himself. It is one of the all too rare glimpses into the

life of a successful man, his aspirations, his methods, his policies, his real sentiments and his achievements. For readers of **PRINTERS' INK**, the chief interest of the article lies in its concluding paragraph where Mr. Curtis' life policy is simply stated:

"First of all: Make it the very best article at the lowest possible price, and then,

"Second: Let the public know about it: in other words, advertise what you have to sell."

Nothing very wonderful in that, —others have said it in varying ways on many occasions,—and yet it comes home with amazing force because it is absolutely known that *Mr. Curtis has in his own case carried out to the letter the advice that he gives others.*

A Curious Experiment

When George Von Utassy, now high up in the Hearst organization, was connected with Harper & Bros., he had a theory which ran counter to all the cherished traditions of the book publishing business. It was generally supposed that immense value attached to the notices of new books which the newspapers so freely give in their literary columns to any publisher who sends them complimentary copies.

Mr. Von Utassy was skeptical about the value of these reviews. He did not believe they had much to do with making or marring the success of a book. So in one of the bunches of notices sent to literary editors was a highly laudatory description of an entirely fictitious book. Not only had it never been published, but it was not even contemplated.

The notice appeared in hundreds of papers throughout the country. The Harper house never heard an echo from all this publicity. There never was an inquiry for the book from booksellers or from individuals.

It seems a fair conclusion that publicity to be valuable to the advertiser must contain the *direct invitation to buy*. There is no way to get business except to ask for

it. A mere statement of merit is in itself not enough. The suggestion of purchase must be there,—and be there strong.

Balloon Advertising

We have billboard advertising, painted bulletin advertising, street car advertising; why not balloon advertising?

It is reasonable to suppose that in the near future business men will be approached by the representatives of the International Balloon Advertising Agency who will depict in glowing colors and with a wealth of plausible argument the attractions of this form of publicity.

They will dilate upon its novelty, its moderate cost, and the breadth of its scope. They will talk of its tremendous "circulation" and the ease with which people in remote districts may be reached with the printed word.

They cannot, of course, be expected to tell how many of your circulars, or folders or booklets will drop by the wayside, or fall into the waste spaces where nobody will see them, but they will assure you, however, that every one that is picked up will be taken home and kept as a curiosity for years to come.

Personally we do not believe that the representatives of any of the older mediums of advertising need to worry much about the rivalry of balloon advertising. The only thing that can be said in its favor is that it is novel, and, like most novelties, will last only for a day.

W. A. McDermid, formerly assistant advertising manager of the Franklin Automobile Co., Syracuse, N. Y., has been appointed advertising manager of the *Business Philosopher*.

J. Walter Roth, who joined the Hearst advertising forces two years ago, has been appointed western manager of the American Sunday Magazine.

More Medi- ums in Sight!

A popular sort of delusion is that the poor advertiser hasn't mediums enough for getting at the great buying public. Philanthropists who appear to be oblivious to the fact that there are 22,000 odd newspapers and magazines regularly published, are continually trying to devise new ways for the business man to get into the lime-light. The latest scheme is the forming of a company which undertakes to print your ad on the pasteboard stiffeners that the laundries use in returning shirts to customers.

Another ingenious proposition emanates from the ever fertile Henry D. Wilson of the *Cosmopolitan*. He thinks it would be a bully good scheme to utilize talking machine and phonograph records for spoken advertisements. Hear him warble:

Ten years from now every family in the country will have some make of a talking machine in their homes, and advertisers will tell their story on a cylinder or disc, and the mails will carry it into the homes, and you will thus be heard direct from tongue to ear, thus telling your story in your own language—thus increasing the human interest and still further increasing the value of your follow-up system. A pointer for somebody to get in early—and a further development of a really wonderful invention.

Mr. Wilson says his suggestion has started more than one man figuring on the proposition. Imagine putting on your Victor a disc which starts out, "In the Gloaming, Oh My Ostermoor," or "Sing a Song of Sapolio, a pocket full of dough." Mr. Wilson even dreams of a record which begins with a Melba solo, then switches off into a reason-why argument for the Van Camp products, and finally winds up with another outburst from Melba to tempt the public to play the whole thing through.

In faith, the poor advertiser is already distracted by the multiplicity of mediums. Why add to his troubles? Imagine the *Cosmopolitan* man when he calls upon an advertiser a few years hence and gets this rejoinder: "Sorry, but we are confining our ap-

propriation this year to shirt-boards!" Or, "You are too late, we have just placed an order for talking machine records which will prevent our using the magazines and newspapers."

At the regular monthly luncheon of the Periodical Publishers' Association, at the Aldine Club, Oct. 28, Lord Northcliffe was the guest of honor. There were no formal speeches, but Lord Northcliffe took occasion to compliment the magazines of this country on their success in having the public accept them far more seriously than is the case in England. Over there the public insists upon regarding a periodical as essentially frivolous in tone and demands of it detective stories rather than weighty articles by seriously minded authors. England still looks to the newspaper as the only proper moulder of public opinion, and will not patronize largely a periodical that attempts to invade this field. Lord Northcliffe congratulated the American magazines upon having attained a higher plane than in his country, and in having made a commercial success of it.

While there are those who think that "the run of the paper" is just as good as position for newspaper ads a majority of experienced advertisers think otherwise. If you are a regular advertiser—one whose announcements appear on certain days of the week right long—your ads have greater pulling power if they are printed in the same place in the paper each day. People get into the habit of looking in a particular spot to see what you have to say, that is, if your messages are worth reading, whether they want to buy or not.

Department features of newspapers are always printed in the same place and on the same page day in and day out. Why not your advertisements? It is worth trying anyway.

An interesting circulation fight has been going on in Salt Lake City for almost a month, in which the *Tribune* and *Evening Tele-*

gram and the *Salt Lake Herald* have been using some pretty strong language. The contention was precipitated by the publication in the *Herald* of figures purporting to be those of a circulation expert, who recently examined the circulation of four of the city dailies.

This report was made to show the *Herald's* net paid circulation about two hundred and fifty more than the *Tribune*. This was too much for the *Tribune*, which has always maintained its superiority, and it came back with eighteen different challenges, offering to forfeit \$100 on each count if it could not prove its claim. These eighteen challenges covered every point of superiority, from 10 per cent more than the *Herald* in the city of Salt Lake, to the consumption of at least 100 tons more paper by the *Tribune* and *Telegram* than is consumed by all the other papers in Salt Lake City combined.

Neither the *Herald* nor any other paper has yet accepted the *Tribune's* challenge. When it does there will be fun in Salt Lake.

A series of advertisements that attracted considerable attention appeared in the *Saturday Evening Post* Oct. 31. It consisted of eight quarter pages devoted to the exploitation of Kellogg's Toasted Corn Flakes, each of which occupied the upper right hand corner of succeeding pages. At the top of the first ad was a sentence in Hebrew and at the bottom a single line telling the reader that if he does not understand what is written to look at matter on page 3. At the top of the second page was a sentence in French; the third, a sentence in the deaf and dumb alphabet; the fourth, in Spanish; the fifth in Japanese, the sixth in German, and the seventh in short hand. The eighth said that the previous ads were the opinions of different people concerning Kellogg's Toasted Corn Flakes. The question that suggests itself after looking over these ads is: Wouldn't better results have been obtained had each been devoted to the presentation of a single reason why the reader should buy the product?

In Portland, Maine!

With a paid circulation equal to the combined circulation of all (three) other Portland dailies, And the Lowest Rate, per thousand, of any Portland paper, The

EVENING EXPRESS

has a clear lead in its field. Its **Sunday** edition—

The **TELEGRAM**—has the largest circulation of any Maine Sunday paper. These papers

GIVE ADVERTISERS BEST RESULTS!

JULIUS MATHEW'S, Representative

Boston Evening Record

**Over 80,000
copies daily, in
the City of Boston
and the suburbs**

Commuters take the *Record* home in the evening.

The *Record* is read in more families than any other Boston Evening paper.

Wherever you find a watertap you will find a copy of the *Evening Record*.

For Rates and other information address

PERRY LUKENS, Jr.,
New York Representative,
No. 507 Tribune Bldg.

NEWSPAPER ADVERTISING FOR LIFE INSURANCE.

During the past summer the *London Daily Mail* has been doing excellent work among British life insurance companies, preparing special series of display ads, and backing up publicity with well-written articles on the value of insurance for protection, thrift, etc.

These various campaigns and articles have now been brought together by the Harmsworth organization and published in a twelve-page special section. The copy was, with very few exceptions, written by the newspaper men, and it is said that the announcements least altered by the companies were the most successful in pulling results.

Five companies co-operated: Norwich Union Mutual Life Society, Norwich; Royal Exchange Assurance, London; London Assurance, London; Scottish Provident Institution, Edinburgh; Scottish Widows' Fund, Edinburgh.

The object of the campaigns was to demonstrate that life insurance companies can employ informative advertising without harm to their dignity, and that the man in the street can actually be interested in insurance if presented from his standpoint—not that of the actuary. The demonstration was thoroughly successful.

These advertisements are too numerous to reproduce here. In general, however, they dealt with benefits secured under definite forms of policies, the moderate premiums, the feeling of security where the family is protected, the need for insuring early in life, and so forth. It may be said with entire truth that no such exhibit of plain insurance copy could be gathered in this country.

There is no reason in the world why American newspaper publishers might not duplicate this whole experiment. With a very little "smartening" the English advertisements might be used as they stand. Even more interesting to the Yankee newspaper are the articles published in connection with the ads. These are about

the same length, and much the same character as those published on educational topics by newspapers in this country, as a background to school advertising.

Five of them gave interesting histories of the companies that did the advertising. The rest dealt with various viewpoints on insurance, some of them exceedingly ingenious and convincing. For example, there was an article on insurance from the physician's standpoint, pointing out how it is to the advantage of every person in only average health to take out insurance while still an acceptable risk, and for all to capitalize the asset of health and youth while there is still time. Dangers of neglecting to do so were indicated by summaries of typical British maladies.

Another article showed how taxes may be reduced by taking out life insurance—in Great Britain everyone pays taxes direct. A third article explained how insurance can be made the cornerstone of family finance—providing funds to start a son in business, educate children, furnish daughters' doweries, retire a loan. "The Value of a Man's Life" showed what the average expectation of life should be at thirty years, thirty-five, forty, etc., and the probable future earning power, the moderate cost of insuring this earning power, and the like.

Special attention was paid to brainworkers and men of exceptional earning power, to show that they stand most in need of insurance because their periods of activity are usually short, and temptations to be extravagant are more likely to lead to want than in the case of the mediocre man. Still another point covered—and one that is more dreaded than insurance men realize—was the medical examination, showing its simplicity and freedom from inconvenience.

Conspicuously displayed in wholesale houses throughout the city are placards that read: "Make a noise NOW like an order." This style of sign serves as a follow up system of its predecessor, lately sidetracked: "We are advance agents of optimism—no calamity howlers here!"

VALUE OF CLASSIFIED ADS.

What happens when things go wrong depends on circumstances. Sometimes when copy is misclassified, the advertiser raises hob. In a recent case in a western newspaper the mistake surely did not hurt the advertiser.

A short time ago the St. Paul *Pioneer Press* ran the following local:

UNCLAIMED.

There are 108 letters in reply to want ad D 800 remaining in this office. Party will please present ticket and get them.

The item had the looks of a good story, and accordingly inquiry was made of the *Pioneer Press* for information. D 800 was a "Male Help" ad that had been inserted by mistake under the classification of "Female Help." Small returns were naturally looked for, but the 108 letters mentioned above were the receipts of the three last days of the week in which the copy was run, after the advertiser had been surfeited with enough replies for his purpose, which goes to show that a classified ad pulls well even when it gets into the wrong pew.

This brings to mind the experience of a machinery advertiser, who was testing out a new device for the quarry and mining field. After developments had progressed far enough to justify thoughts of success, request was made of trade and technical papers that it be catalogued in the classi-

fied directories which are a feature of the modern trade journal. No line of display space or write-up was given.

Inquiries came in steadily from a good line of prospects. The potency of the list became embarrassing when the new design was withdrawn from development, owing to difficulties of manufacture. That advertiser surely had a good demonstration of the value of the classified directory.

Will You Accept This Business Book if We Send it Free?

Sign and mail the coupon below. Send no money! Take no risk!

One hundred and twelve of the world's master business men have written ten books—2,193 pages—1,497 vital business secrets. In them is the best of all that they know about.

- | | |
|---------------------|--|
| —Credits | —Office Systems |
| —Collections | —Short-cuts and Methods for every line and department of business. |
| —Accounting | —Position-Getting |
| —Cost-Keeping | —Position-Holding |
| —Organization | —Man-Handling |
| —Retailing | —Man-Training |
| —Wholesaling | —Business Generalship |
| —Manufacturing | —Competition Fighting |
| —Salesmanship | and hundreds and hundreds of other vital business subjects. |
| —Advertising | |
| —Correspondence | |
| —Selling Plans | |
| —Handling Customers | |

A 9,000 word booklet has been published describing, explaining, picturing the work. Pages 2 and 3 tell about managing businesses great and small; pages 4 and 5 deal with credits, collections and with rock-bottom purchasing; pages 6 and 7 with handling and training men; pages 7 to 12 with salesmanship, with advertising, with the marketing of goods through salesmen, dealers and by mail; pages 12 to 15 with the great problem of securing the highest market price for your services—no matter what your line; and the last page tells how you may get a complete set—bound in handsome half morocco, contents in colors—for less than your daily smoke or shave, almost as little as your daily newspaper.

Will you read the book if we send it free?
Send no money. Simply sign the coupon

The System Co., 151-153 Wabash Ave., Chicago

If there are, in your books, any new ways to increase my business or my salary, I should like to know them. So send on your 16-page free descriptive booklet. I'll read it. (189-114)

Name _____
Address _____
Business _____
Position _____

Advertising Man

with several years' experience obtained through service with large advertising agencies, national advertiser and publishers, desires a position with local advertiser or publisher. Am familiar with the various branches, know mediums, can write copy, etc., and solicit or place advertising. Excellent references. Address C. H., PRINTERS' INK.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.



ALABAMA

Birmingham, Ledger, dy. Average for 1907, **21,561**. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, **9,464**. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1907, **6,519**. Leonard & Lewis, N. Y. Reprs., Tribune Bldg.

ARKANSAS

Fort Smith, Times. Daily aver. 1907, **4,188**. Largest circulation in city of 35,000.

CALIFORNIA

Oakland, Enquirer. (Consolidation of Enquirer and Herald.) Average Aug., 1908, **49,608**. Largest circulation in Oakland guaranteed.

Sacramento, Union, daily. The quality medium of interior California.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver of Col. Cir. is daily, **83,069**; Sunday, **81,332**.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Evening Post, Sworn daily, year 1907, **11,946**. Bridgeport's "Want" Medium.



Bridgeport, Morning Telegram, daily Average for Aug., 1908, sworn, **12,492**. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average or 1906, **7,886**. Average for 1907, **7,743**.

Meriden, Morning Record and Republican. Daily average 1906, **7,672**; 1907, **7,769**.

New Haven, Evening Register, daily. Annual sworn average for 1907, **15,730**; Sunday, **12,104**.

New Haven, Leader. 1907, **8,727**. Only ev'g Republican paper. J. McKinney, Sp. Agt. N.Y.

New Haven, Palladium, dy. Aver. '06, **9,649**; 1907, **9,570**.

New Haven, Union. Av. 1907, **16,548**; first six mos. 1908, **16,569**. E. Katz, Special Agt., N. Y.

New London, Day, ev'g. Aver. 1906, **6,104**; average for 1907, **6,547**; 6 mos., 1908, **6,712**.

Norwalk, Evening Hour. April circulation exceeds **3,500**. Sworn statement furnished.

Waterbury, Republican. Average 1907, **6,338** morning; **4,400** Sunday. Feb. '08, Sun., **5,922**.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1907, **35,466** (C. O.).

FLORIDA

Jacksonville, Metropolis. Dy. av. Sept., 1908, **11,432**. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union, morning. Average for September, 1908, **14,189**; Sunday, **16,275**.

Tampa, Tribune, morning. Average 1907, **12,516**. Largest circulation in Florida.

ILLINOIS

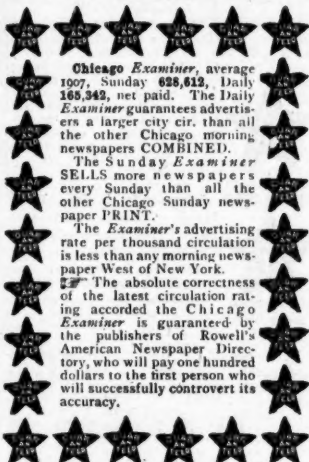
Aurora, Daily Beacon. Goes into homes. June, '08, **7,954**; July, **8,395**; August, **8,469**.

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, The American Journal of Clinical Medicine, mo. (\$2 co), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, **37,794**.

Chicago, *Breeder's Gazette*, weekly. \$2. Average for 1907, 74,755. 4 months 1908, 74,339.

Chicago, *Dental Review*, monthly. Actual average for 1906, 8,901; for 1907, 4,018.



Chicago *Examiner*, average 1907, Sunday 628,612, Daily 165,342, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, 52,217; Jan., Feb., March, '08, 53,087.

Chicago, *National Harass Review*, monthly. 5,000 copies each issue of 1907.

Chicago, *Record-Herald*. Average 1907, daily 151,564; Sunday 216,464. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, The *Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (C.O.).

Galesburg, *Republican-Register*, Eve. Sept. av. 6,414. Only paper permitting exam. by A.A.A.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, 16,323. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, 21,659.

Peoria, *Journal*, daily and Sunday. Daily average for 1907, 15,262.

INDIANA

Evansville, *Journal-News*. Av. 1907, 18,153. Sundays over 18,000. E. Katz, S. A., N. Y.

Lafayette, *Courier and Call*. 1907 av., 5,423. Only evening paper. Popular want ad medium.

Notre Dame, The *Ave Maria*, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,577; weekly, 3,641.

South Bend, *Tribune*. Sworn average nine months ending Sept. 30, 1908, 9,913.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1907, 8,937. "All paid in advance."

Davenport, *Times*. Daily aver. Sept., 17,133. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, 41,882. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1907, 11,349; Sunday, 13,555.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, 4,670; first 5 mos. 1908, 4,767. E. Katz, Special Agent, N. Y.

Lawrence, *World*, daily. Actual average for 1907, 4,517.

Pittsburg, *Headlight*, daily and weekly. Average 1907, daily 6,228; weekly 5,547.

KENTUCKY

Harrodsburg, *Democrat*. Quality and quantity of circulation combined—see rating. Low prices.

Lexington, *Herald*, mg., dy., av. July, 8,020. Sunday, 9,390. Com. rates with *Eve. Gazette*.

Lexington, *Leader*, Av. '06, evening 8,157. Sun. 6,793; for '07, eve'g, 5,390, Sun. 7,103. E. Katz.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,438.

Augusta, *Kennebec Journal*, dy. Av. 1st 6 mos. 1908, 8,209. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1907, daily 10,018; weekly, 28,422.

Phillips, *Maine Woods and Woodsman*, weekly, J. W. Brackett Co. Average for 1907, 9,912.

Portland, *Evening Express*. Average for 1907, daily 13,514. Sunday *Telegram*, 8,985.

Waterville, *Sentinel*. 1907 average, 5,418 daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, *American*. Daily average for 1907, 79,652; Sunday, 91,208. No return privilege.

Baltimore, *News*, daily. Evening News Publishing Company. Average 1907, 77,748. For September, 1908, 80,795.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (C). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average 1907, daily. 151,344; Sunday, 308,308. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



Boston, Traveler, daily. Est. 1825. In Sept., 1908, *The Traveler* gained 664,277 copies in Metropolitan circulation compared with Sept., 1907. Total circula'n over 35,000. The aggressive evening paper of Boston.



Boston, Post, Sept., 1908, daily average, 368,418, Sunday average, 334,407. The Boston *Post's* best July with both editions. *Post* carries more general advertising than any other Boston newspaper. "There's a reason."



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Clinton, Daily Item, net average circulation for 1907, 3,012.

Fall River, Evening News. The Home Paper. Actual daily average 1907, 7,049.

Fall River, Globe. The clean home paper. Best paper. Largest circ. Actual daily av. 1907, 7,350.

Gloucester, Daily Times. Every afternoon and evening. Sworn daily av. circulation 1908, 7,342.

Lawrence, Telegram, evening, 1907 av. 8,039. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1906, 15,068; 1907, average, 15,523. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, 12,361.

Worcester, Gazette, eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (C). Paid average for 1907, 4,586.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 3,000.

MICHIGAN

Jackson Patriot, Average Aug., 1908, daily 8,436, Sunday 9,386. Greatest net circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1907, 14,749. Exam. by A. A. A.

Saginaw, Evening News, daily. Average for 1907, 20,637; September, 1908, 19,406.

MINNESOTA

Duluth, Evening Herald. Daily average 1907 23,093. Largest by thousands.

Minneapolis, Farmer's Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 32,074.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,266; for 1907, 103,883.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.



CIRCULATIN **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,603. The daily *Tribune* average per issue for the year ending December, 1907, was 101,165.



Minneapolis, Journal, Daily and Sunday (C). In 1907 average daily circulation, evening only, 76,661. In 1907 average Sunday circulation, 72,578. Daily average circulation for Sept., 1908, evening only, 72,914. Average Sunday circulation for Sept., 1908, 68,928. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.



Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1907, 54,383.

St. Paul, Pioneer Press. Net average circulation for 1907. Daily, 35,716; Sunday, 35,466.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSOURI

Joplin, Globe, daily. Average, 1907, 17,030. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1907, 37,338. Smith & Budd, Eastern Reps.

St. Louis, National Druggist, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (C). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1907, 104,668.

NEBRASKA

Lincoln, Deutch-American Farmer, weekly. 143,245 for year ending Oct. 30, 1907.

Lincoln, Freie Press, weekly. Average year ending Sept. 25, 1907, 142,999.

NEW HAMPSHIRE

Nashua, Telegraph. The only daily in city. Average for 1907, **4,271**.

NEW JERSEY

Asbury Park, Press. 1907, **5,076**. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, **9,001**.

Jersey City, Evening Journal. Average for 1907, **24,330**. First six months 1908, **24,375**.

Newark, Eve. News. Net daily av. for 1906, **63,023** copies; for 1907, **67,196**; Jan. 69, **289**.

Trenton, Evening Times. Av. 1906, **12,237**. Av. 1907, **20,370**; last quarter yr. '07, av. **20,409**.

NEW YORK

Albany, Evening Journal. Daily average for 1907, **16,395**. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1907, **92,697**.

Buffalo, Courier, morn. Av. 1907, Sunday, **91,467**, daily, **81,604**; *Enquirer*, evening, **24,570**.

Buffalo, Evening News. Daily average 1905, **24,690**; for 1906, **24,473**; 1907, **24,843**.

Mount Vernon, Argus, eve. Daily av. cir. 6 mos. ending Sept. 30, 1908, **4,476**. Only daily here.

Newburgh, Daily News, evening. Average circulation first quarter 1908, **6,058**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 6 mos. to June 27, '08, **10,169**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, **5,784**.

Bensinger's Magazine, Circulation for 1907, **64,416**; soc. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, **26,641** (©).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1907, **8,853**—sworn.

Leslie's Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. **130,000** guaranteed.

The People's Home Journal. **664,416**, mo. Good Literature, **459,000** mo., average circulation for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1436 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average circulation for year ending October, 1908, **10,291** October, 1908, issue, **10,600**.

The World. Actual aver. for 1907, Mor., **345,424**. Evening, **406,173**. Sunday, **483,336**.

Tonguekeepsie, Star, evening. Daily average for first six months 1908, **4,456**; June, **4,591**.

Schenectady, Gazette, daily. A. N. Lietzky. Actual Average 1906, **19,308**; for 1907, **17,182**.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1907, daily **30,009**; Sunday, **41,130**.



Troy, Record. Average circulation 1907, **20,163**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mc. Average for 1907, **2,642**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending July 31, 1908, **10,067**.

OHIO

Akron, Times, daily. Actual average for year 1906, **8,977**; 1907, **9,581**.

Ashtabula, Amerikan Sanomat Finnish. Actual average for 1907, **11,120**.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, **74,911**; Sunday, **88,873**, Sept., 1908, **81,049** daily; Sunday, **91,683**.

Columbus, Midland Druggist, a journal of quality for advertisers to druggists of the Central States.

Dayton, Journal. 1907, actual average, **21,217**.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. '07, **447,345**.

Springfield, Poultry Success, monthly av. 1907, **33,250**. 2d largest pub. shed. Pays advertisers.

Youngstown, Vindicator. D'y av., '07, **14,768**; Sy., **10,017**; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1906, **5,514**; for 1907, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1907 aver., **20,162**; Sept., '08, **28,276**. E. Katz, Agent, N. Y.

OREGON

Portland, Journal, has larger circulation in Portland and in Oregon than any other daily paper. *Portland Journal*, daily average 1907, **28,805**; for Sept., 1908, **30,107**. Vreeland-Benjamin, Representatives, New York and Chicago.

Portland, The Oregonian, (©). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. July circulation, daily average, **34,563**; Sunday average **43,405**.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1907, **7,640**. N. Y. office, 225 5th Ave. F. K. Northrop, Mgr.

Erie, Times, daily. Aver. for 1907, **15,511**; Sept., 1908, **18,564**. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn av. Aug., 1908, **15,270**. Largest paid cir. in Harris'bg or no pay.

Philadelphia, The Bulletin, net paid average for September, **225,140** copies a day. "The Bulletin every evening goes into nearly every Philadelphia home."

Philadelphia, Confectioners' Journal, mo. Average 1906, **5,514**; 1907, **5,514** (©).

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1907, **6,900**.



Farm Journal, Philadelphia, has been awarded the (©) by Printers' Ink, indicating that advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. And in addition to this, *Farm Journal* has the largest circulation of any agricultural paper in the world. The average for 1907 was 573,083 copies each issue.

Philadelphia. The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the Sunday *Press*, 126,006.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1907, 15,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily*. Average for 1907, 18,124.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1907, 17,903—sworn.

Providence. *Daily Journal*. 18,872 (©). Sunday, 25,169 (©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 46,881 daily.

Westerly. *Daily Sun*. Aver. cir. for August, 4,923 (sworn). Largest in south of Providence.

SOUTH CAROLINA

Charleston. *Evening Post*. Actual daily average 6 mos., 1908, 4,686; June, 5,184.

Columbia. *State*. Actual average for 1907, daily (©) 13,002 Sunday, (©) 13,887. Semi-weekly, 2,997. Actual average for first six months of 1908, daily (©) 13,314; Sunday (©) 14,110.

Spartanburg. *Herald*. Actual daily average circulation for first six months of 1908, 3,389.

TENNESSEE

Chattanooga. *News*. Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.

Knoxville. *Journal and Tribune*. Week day av. year ending Dec. 31, 1907, 14,064. Week-day av. January and February, 1908, in excess of 16,000.

Memphis. *Commercial Appeal*, daily, Sunday, weekly, 1907, average: Daily, 42,066; Sunday, 61,773; weekly, 80,078. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1906, 31,450; for 1907, 36,206.

TEXAS

El Paso. *Herald*, Jan. av. 9,008. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Av. 1905, 3,537; 1906, 4,113; 1907, 4,538. Exam. by A. A. A.

Burlington. *Free Press*. Daily average for 1907, 8,416. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1907, 3,136. Only Montpelier paper examined by the A. A. A.

Rutland. *Herald*. Average, 1907, 4,391. Only Rutland paper examined by A. A. A.

St. Albans. *Messenger*, daily. Average for 1907, 3,332. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Av. 1907, 2,711; Sept., 1908, 3,020. Largest circulation. Only evening paper.

WASHINGTON

Seattle. *Post-Intelligencer* (©). Av. for Feb., 1908, net—Sunday, 39,846; Daily, 32,063; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma. *Ledger*. Average 1907, daily, 17,483. Sunday, 25,003.

Tacoma. *News*. Average 1907, 16,535; Saturday, 17,610.

WEST VIRGINIA

Piedmont. *Business Farmer*, monthly. Largest farm paper circulation in West Virginia.

WISCONSIN

\$2,500.00

IN ORDERS FROM A \$30 INVESTMENT

A local advertiser in the *Janesville*, (Wis.) *Gazette* last week secured \$2,500 worth of orders from one insertion of his advertisement in the *Daily* and *Semi-Weekly Gazette*. He used enough space to cover his argument and reached 35,000 buyers with money. Proof of this whole matter if you are interested.

JANESVILLE GAZETTE, Janesville, Wis.

Madison. *State Journal*, daily. Actual average for 1907, 6,086.

Milwaukee. *Evening Wisconsin*, daily. Average 1907, 28,082 (©). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee. *The Journal*, eve., ind. daily. Daily average for 12 months, 54,869; for Sept., 1908, 56,644; daily gain over Sept., 1907, 4,898. 50¢ of Milwaukee homes at 7 cents per line.

At 7 cents per line, *flat*, the *Journal* carries your announcements into 50% of all Milwaukee homes. It requires the combination of the other four publications (at about 21 cents per line) to reach the remaining 50%.

The *Journal* leads all Milwaukee papers in volume of advertising carried, including dailies with Sunday issues added. The *Journal* is the great classified medium of the State. The *Journal* has made a gain in both circulation and advertising every week in 1908 over 1907.

Oshkosh. *Northwestern*, daily. Average for 1907, 8,680. Examined by A. A. A.

Racine, Journal, daily. Average for the last six months, 1907, **4,316**.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 30, 1907, **56,317**. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, **4,877**; semi-weekly, **4,420**.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1907, **13,846**; Sept., 1907, **14,720**; Sept., 1908, **16,408**. H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, **36,882**; daily Sept., 1908, **38,997**; weekly aver. for month of Sept., **26,778**.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1907, **16,546**. Rates 59c. m.

Winnipeg, Telegram, Average daily, Aug., 1908, **26,008**. Weekly aver., **28,000**. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily **103,828**, weekly **50,197**.



Montreal, The Daily Star and **The Family Herald** and **Weekly Star** have nearly 200,000 subscribers, representing 1,000,000 readers—one-ninth Canada's population. Av. cir. of the **Daily Star** for 1907, **62,837** copies daily; the **Weekly Star**, **129,338** copies each issue.

The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs **Evening Telegraph**. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉☉), carries **double** the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE Daily News is Chicago's Want Ad Directory.

THE Tribune publishes more Classified Advertising than any other Chicago newspaper.

INDIANA

THE Indianapolis News, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The **News'** classified rate is one cent a word, and its daily paid circulation over 75,000.

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 The Star carried 223.30 columns more paid WANT advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

MAINE

THE Evening Express carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Sept. 187,572 lines. Individual advertisements, 27,521. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1 cent a word. No ad taken less than 20 cents.



CIRCULATING THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by Am. News-issues. Rate, 10 cents per line, paper Di'tory Daily or Sunday.

THE St. Paul *Dispatch*, St. Paul, Minn., covers its held. Average for 1907, 66,671.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,087 daily; 15,090 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 28,276. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Daily Telegraph*, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE *Montreal Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

(Gold Mark Papers)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (Gold Mark).

ALABAMA

The Mobile *Register* (Gold Mark). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the *Evening and Sunday Star*. Average, 1907, 35,496 (Gold Mark).

GEORGIA

Atlanta *Constitution* (Gold Mark). Now, as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. The *Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (Gold Mark). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (Gold Mark). Actual average circulation for 1906, 15,800.

Tribune (Gold Mark). Only paper in Chicago receiving this mark, because *Tribune* ads bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 1,784; weekly, 17,545 (☉☉); 1.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1890. The only gold mark daily in Boston.

Springfield *Republican* (☉☉). Only Gold Mark daily in western Massachusetts.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (☉☉). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING CO.

Engineering News (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

New York *Times* (☉☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (☉☉). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend their money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1907, 102,993; *The Sunday Press*, 124,606.

THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉). Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

The Norfolk *Landmark* (☉☉) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,558. flat rate.

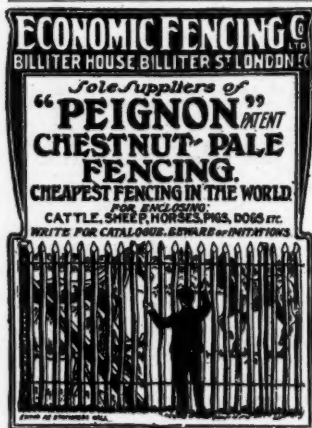
The *Globe*, Toronto (☉☉), has done big things for others by way of returns.

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.
Readers of Printers' Ink Will Receive Free of
Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

The fencing made by the Economic Fencing Company advertised in the reproduction marked No. 1 may be the most economical

The advertising of men's apparel in the papers devoted to the clothing trade is generally hectic and often hysterical. For this reason a



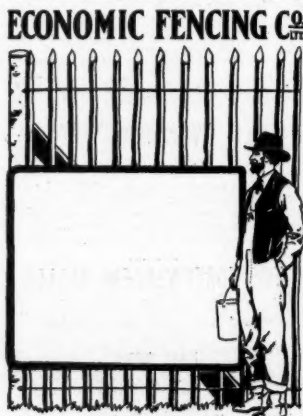
NO.1

fencing that ever kept anything or anybody in or out of any place, but the Company's use of its advertising space doesn't share that quality.

The space left the text is perhaps ample but not judiciously used—it is filled by a few words carefully lettered in but saying nothing about the fencing except that it is the cheapest in the world. This may mean a great deal or it may mean worse than nothing.

The picture of the fencing isn't particularly attractive and the effort to introduce horses and cattle behind it only helps to confuse the picture and doesn't prove that the fencing will keep the horses and cattle in.

The illustration marked No. 2 is a clearer picture affording a much better view of the fencing and possessing far better printing quality.



NO.2

piece of publicity like that of T. P. McCutcheon and Bro. here

Model Cravats

With our reputation behind them make reputation for you

The scarf pictured shows the long, blue effect in stripes.

A large variety of color combinations. Only one of many effective creations in our line.

T. P. McCutcheon & Bro., Inc.

Philadelphia

New York Sales Agency
Lombard & Bloor, 117 Fifth Avenue

shown is always inviting, refreshing and grateful to the sensibilities. The original occupied a space seven by ten inches.

It is quiet, sober, modest and just as convincing as if all the space were occupied by many jointed adjectives—in fact a good deal more so.

* * *

Our grandmothers used to make what are called "samplers"—pieces of coarse fabric upon which they stitched letters of the alphabet and various other symbols and designs calculated to interest and instruct the children.

Those who never saw a sampler can gain a very good idea of what it looked like by a study of this Devon advertisement. Having gained this morsel of information it might be well to stop and pass on to something else because it is next to impossible to determine what this strange relic of the by-gone days is all about.

THE DEVON FIRE

None Better than the Best.

Placed first in recent Official Survey of Domestic Fires carried out in the new Corporation Office jointly by H.M. Office of Works and the Royal Assurances Society.

ABSOLUTELY SIMPLE.

Write for a copy of the policy form to the Secretary, Devon Fire Insurance Co., Ltd., 10, Abchurch Lane, London, E.C. 4.

Price £2 10s. and upwards. Complete policy in 10 minutes. Delivered.

Gives Universal and complete satisfaction.

Shewan Tomes & Co. Ltd. 10, Abchurch Lane, London, E.C. 4.

CANDY & Co. Ltd.

It is interesting to note that while this advertisement is brimful of words, there is absolutely nothing to show what the article advertised may be except the words in very fine type "Consumption of fuel and production of smoke each one quarter less than the average of 36 competing grates."

From this it would possibly be fair to assume that this advertiser makes grates and wants to sell them, but it is surely a little tough to be obliged to work so hard in order to learn the purpose of the advertisement.

* * *

The makers of the Brinsmead piano devote a very small amount of space in this advertisement to a picture of their piano and a great deal of space to other things which

BRINSMEAD PIANOS

The Instruments Preferred by The World's Greatest Artists.

THEY IMPROVE BY YEARS

Illustrated Catalogues sent Free.

These mention "Country Life"

MANUFACTURERS JOHN BRINSMEAD & SONS LTD.
18, 20 & 22 WIGMORE ST. LONDON W. 1.

THE EVOLUTION OF THE PIANO

seem to be of no particular value.

Everybody who knows the difference between a piano and a load of hay is aware of the fact that both wood and metal are used in making pianos and that wood comes out of forests and metal out of mines.

Of what earthly use is it then to put ten little pictures in a piano ad showing various scenes in the production and manipulation of wood and metal?

Very often educational pictures showing materials used and the way they are handled are very interesting in an advertisement, but this is not a case of that kind. This Company would do better to devote more space to their piano and less to thumb nail pictures that mean little and prove nothing.

EXTRA!! WONDERFUL VICTORY!!!

BROOKLYN, Oct. 28, 1908.

Editor of PRINTERS' INK:

I think you might be interested in the enclosed advertisements.

The Michelin Tires won on the Locomobile, which was first, and on the Isotta, which was second. The Diamond were on the Locomobile which did *not* finish, and the advertisement is misleading and unfair to the Michelin Company.

The question is—Does such advertising pay?

F. E. Rogers.

In the Diamond Rubber Co.'s ad, it was not specifically stated that their tires were on any of the winning autos. A hasty reading, however, *might* result in that impression. Here was the display arrangement which could hardly have happened by accident:

DIAMOND
GRIP TIRE VICTORY
(Anti-Skid Type)
IN VANDERBILT RACE
The Equipment used by
LOCOMOBILE

Driven by Florida, the supreme success of the new Diamond Grip Tire (Anti-Skid Type) was conspicuously demonstrated.

Down at the bottom of the ad it was explained in comparatively small type that it took Florida only one minute and forty seconds to change his tire. Was this the "Diamond Victory in Vanderbilt Race?" If not, what was it?

In the Michelin Tire Co.'s ad it is plainly stated that the Locomobile which *won the race* (Robertson driving) was equipped with Michelin tires!

When PRINTERS' INK gave the Diamond Rubber Co. an opportunity, over the 'phone, to explain the peculiar wording of their ad, the information was given that "All of our advertising is done from the factory in Akron," and the conversation was terminated by cutting off the 'phone connection. Apparently there was somebody on the job in New York at the time of the Vanderbilt Cup Race, as the ad appeared the morning after.

The many "victories" that occur at automobile races are getting to be a joke.

R. J. Shannon, a New York special representative, who recently

returned from a trip to Buffalo, Binghamton, Pittsburg and Philadelphia, reports that the majority of advertisers are hanging back until after election.

The death of Alfred Darlow, for twenty years advertising manager of the Union Pacific, recently announced, is deeply regretted by a wide circle of friends and acquaintances. Mr. Darlow was probably the best known railroad advertising manager in the United States.

Charles T. Johnstone, manager of the Rochester office of the Wycoff Advertising Company, has been placed in charge of the copy department of Booth's Hyomei Co. of Buffalo. Mr. Johnstone will divide his time between the two organizations.

The Atlas Club of Chicago announces that its next meeting, which will take place at the Auditorium Hotel, November 13, will be devoted to advertising men and to others who are specially interested in advertising.

The Ohio Farmer, of Cleveland, O., and *The Michigan Farmer*, of Detroit, Mich., announce a contest for their subscribers which will be of interest to advertisers. Each paper offers \$100 in prizes to the subscribers who shall, within the next six months, buy the largest amount of goods from advertisers whose announcements appear in these publications during this period. The only condition of the contest is that the subscribers must mention the name of the paper either when sending their orders to the manufacturers, or when buying the advertised goods from the local dealer or storekeeper.

W. R. McKay, business manager of the *Cleveland News*, has become associated with the advertising Agency of Kaufman & Handy Company, Chicago. His associates on the *News* presented him a piece of silver plate on his retirement from that paper.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK, BUTTERICK PUBLISHING CO., MCCLURE'S MAGAZINE, CURRIER PUB. CO.** and a majority of the large publishers throughout the country. **ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.**

Wallace & Company, 29 Murray St., New York

ADVERTISING AGENCIES

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal Advg. exclusively.

KLINE ADV. AGENCY, ELLICOTT SQ., BUFFALO, N. Y. Mail-order campaigns.

ALBERT FRANK & CO., 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. K. Western, Proprietor. Established 1877. Booklet.

THE BOLTON ADVERTISING BUREAU, 66 John R. Street, Detroit, Mich., makes a specialty of Manufacturer's needs. Furnishes photo copies, engraved cuts and written copy, that sells the goods. Send catalogues and get estimates.

ADVERTISING MEDIA

THE Saturday Evening Post—greater results at lower cost. The Curtis Pub. Co., Phila.

THE Troy (Ohio) Record has printed an average of over 100 town and country news items and editorials each day for five years. We challenge the world to show an equal record for a 6,000-town daily.

Modern Methods

(for men in and on the way to executive positions in business offices, published at Detroit, Michigan) for November has twice as many pages all told and four times as much advertising at twice the rate as for November a year ago. L. A. Paisley, the manager, refers a prospective advertiser to another advertiser of his class who is using **MODERN METHODS** and 90 per cent. of the advertisers who used **MODERN METHODS** one or more times the first half of this year are in for the second half.

COIN CARDS

\$3 PER 1,000. Less for more; any printing, The COIN WRAPPER CO., Detroit, Mich.

COPY WRITERS

DOES your AD. add to your bank account? The fault may be the medium or with the copy. Consult **THE COPY WRITERS**, 21-E-20, N. Y. C. They write letters, circulars, booklets, advertising and publicity copy. The *readable* kind—the kind that *sells* goods. Stamp brings details; an order, **BUSINESS.**

HALF-TONES

HALF-TONES for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. **THE STANDARD ENGRAVING CO.**, 660 7th Avenue, Times Square.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

LETTER HEADS

500 Each Letter Heads, Envelopes, Business Cards, Bill Heads, Statements, and Memo Blanks, fine quality bond paper \$3.35; 1000 each \$12.90. 500 each, good quality, \$7.90; 1000 each \$11.45. Artistically printed in any one color. Beautiful panoramic Photo-Gelatine art nature print, handsomely mounted, free with every cash order. **BARTON & SPOONER CO.**, Cornwall-on-H, N. Y.

MACHINERY

Second-Hand Presses and Printing Machinery

We have on hand a large stock of second-hand Printing Presses and other printing machinery which we are selling at bargain prices to reduce the stock

Write us for an Estimate on Anything Required

American Type Founders Co.

203 and 205 Monroe Street CHICAGO, ILL.

MAGAZINES

"DOLLARS AND SENSE" FREE—Col. Hunter's Great Book free with ADVERTISERS' MAGAZINE one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. ADVERTISERS' MAGAZINE, 737 Commerce Building, Kansas City, Mo.

NAMES

TEACHERS' names—Any county in Ohio. Just col'd. Record Educational Co., Madisonville, O.

PAPER

BASSETT & SUTPHIN, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

PATENTS

PATENTS THAT PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. S. & A. B. LACEY, Washington, D. C. Established 1869.

PUBLISHING BUSINESS OPPORTUNITIES

Well-known Monthly Magazine

of high standing in its field, having nearly 100,000 circulation, which is growing rapidly, desires an editor who shall be an owner.

The property is valued at \$75,000 and pays better than 10% on this valuation.

One-third interest can be bought by the right man for \$20,000 cash.

Property can be disclosed only to party who can qualify as above.

HARRIS-DIBBLE COMPANY

Successors to
KMERSON F. HARRIS

Brokers in Publishing Property

253 BROADWAY, NEW YORK

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City. sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

PHOTO-GELATINE printing for the art and advertising trades, effective and lasting. Barton & Spooner Co., Cornwall-on-Hudson, N.Y.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOUTON PRESS, drawer 98, Cuba, N. Y.

SUPPLIES

BERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 50-pound box costs \$3.00, makes two barrels paste. BERNARD'S PASTE DEPT., 71 Dearborn Street, Chicago.

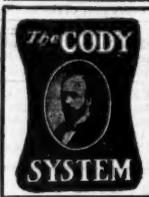
WANTS

SHOE FACTORY wants man to solicit mail orders. WRIGHT, Berlin, Wis.

AGENTS wanted to sell ad novelties; 25% com. 3 samples, 10c. J. C. KENYON, Oswego, N. Y.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ADVERTISING Manager past 4 years leading daily newspaper, city 50,000, desires change. American 34, married, 12 years ad-writer, solicitor. Result producer; good appearance and address. A-1 references. "ENERGETIC," care Printers' Ink.



May I Triple Your Business?

The manager of a retail grocery in a small town in Massachusetts, by putting Cody ideas into his advertising without increasing his space or expenditure materially, tripled his business in nine months. The largest furniture manufacturing company in the world maintained its business last February and March, during the financial depression, by advertising which I prepared. A single letter of mine mailed to 2,000 grocers brought \$2,000 worth of orders.

Any business man or advertising manager who will take my Complete Training Course in Office Salesmanship, with Expert Service, will not only get his important advertising matter re-written or prepared by me, but will himself learn how to do these stunts for himself. My course is given personally to only 50 at one time, and covers the whole art and science of Office Salesmanship, preparing for positions paying up to \$125 a week. I make a specialty of coaching young men and women to handle correspondence and all forms of advertising work successfully, though most of my clients are business managers who want expert service and at the same time detailed reorganization of their mail soliciting department.

My new book, "How to Do Business by Letter," supercedes all others, the ONLY AUTHORITY book now published. Over 100 model letters of all kinds—Letters That Have Actually Pulled Big Business. Thousands of points on correctness, style, business usage, postal regulations, etc., etc.

Price, \$1. Money back if not satisfied. SHERWIN CODY, 1421 Security Bldg., Chicago

AN ambitious young man with an advertising agency over five years, thoroughly familiar in buying, printing, stock and engraving—can manage mechanical dept.—desires to make a change with a reliable concern; will go out of town if necessary. "Ambitious," Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 708 Metropolitan Annex, N. Y.

SOLICITOR WANTED

NEW New York Advertising Agency wants contract closing solicitor who wishes to get in business for himself. State experience and tell how we can look you up. Address "M. D.," care Printers' Ink.

PUBLISHING, Mercantile, Manufacturing. We serve 25,000 employers. Many opportunities for men with advertising experience or ability. Write fully as to experience and location desired. **HAFGOODS**, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

POSITIONS NOW OPEN—Advg. solicitor, N. Y., \$25-35; advg. mgr., Ill., \$25-30; advg. mgr., O., \$20-25; bus. mgr., N. Y., \$30; Rep. ed'l writer, Ind.; market reporter, N. Y.; city ed., N. Y.; tel. ed., Ct.; non-union bindery foreman, Ct., \$20-22; also reporters and linotype operators. Booklet free. **FERNALD'S NEWS-PAPER MEN'S EXCHANGE**, Springfield, Mass.

WANTED: AN AGGRESSIVE ADVERTISING MANAGER FOR TWO MAGAZINES ISSUED BY A YOUNG AND GROWING PUBLISHING HOUSE. One of these magazines is a class periodical, and is standard in its field. The man we want need not necessarily be an advertising manager of experience nor even a man with advertising experience, although these are desirable. What we want is a man who has the qualifications of salesmanship and some executive ability and is energetic enough to exercise them. For such a man the opportunity is an excellent one. When you write state qualifications and salary expected. All communications will be kept in strict confidence.

ALSO THE SAME HOUSE WANTS A CIRCULATION MANAGER. A man who has ideas and knows how to apply them. When writing state information asked above. Address "Publisher," P. O. Box, 1592, New York.

"LETTERINE"

cards or price tickets to try "Letterine." **SPECIAL OFFER.**—Send us six cents in stamps and we will send you a large sample bottle free. "Letterine" dries jet black and beautiful gloss. Made also in colors. **THADDEUS DAVIDS CO.**, 95-97 Vandam St., New York. Established 1825.



Do Your Own Printing and ADVERTISING

Cards, circulars, book, or small newspaper. Press, \$5. Larger size, \$18. Great money savers. Type setting and all easy by printed instructions sent. For old or young, business or pleasure. Write to factory for catalogue of presses, type, paper, cards, etc. Address **THE PRESS CO.**, Meriden, Connecticut

HERE'S RHYME AND REASON FOR THOSE WHO LIKE 'EM.

(Apologies are tendered to the shade of Sir Walter Scott.)
Breathes there a man with soul so dead,
Who never to himself has said,
"My trade of late is getting bad,
I'll try another ten-inch ad?"
If such there be, go mark him well;
For him no bank account shall swell;
No angel watch the golden stair
To welcome home a millionaire.
The man who never asks for trade.
By local line or ad displayed,
Cares more for rest than worldly gain

And patronage but gives him pain.
Tread lightly, friends, let no rude sound
Disturb his solitude profound;
Here let him live in calm repose
Unthought except by men he owes,
And when he dies go plant him deep
That nought may break his dreamless sleep;
Where no rude clamor may dispel
The quiet that he loved so well,
And that the world may know its loss,
Place on his grave a wreath of moss;
And on a stone above,

"**HERE LIES
A CHUMP WHO WOULDN'T AD-
VERTISE.**" —Dry Goods.

Business Going Out

The American Association of Automobile Manufacturers will next year place its business through the Frank Presbrey Company, New York. The agency is preparing copy in this connection for an extended list of daily newspapers.

Mr. Shumway, of the Franklin P. Shumway Co., Boston, has booked a very handsome contract from the Graton & Knight Manufacturing Co., Worcester, Mass., to push its famous "G & K" belting. It is understood that the campaign will be made largely in trade papers.

The Prudential Insurance Co., Newark, N. J., is asking for rates from newspapers.

Orders are going to mail order papers for the advertising of the Actina Appliance Co., Kansas City, Mo., from George B. VanCleve & Co., New York.

Fourteen line, till forbid copy, is going to Southern weeklies for the advertising of the Security Distilling Company, through the Snitzler Advertising Company, Chicago. Twenty-eight lines, to run every other week, is also being placed by this agency with daily papers for the Acme Medical Company.

M. B. Wilson is extending the territory for the Madam Yale toilet preparations advertising and is negotiating 10,000 line contracts with newspapers.

A general list of standard magazines is receiving orders from the Frank Presbrey Co., New York, for Atwood Grape Fruit.

The Amsterdam Advertising Agency, New York, is placing 70 line double column copy with newspapers for the Lehigh Valley Railroad.

Five thousand line contracts are being made with Southern newspapers for the Alabastine Company, Grand Rapids, by the Murphy Agency, of that city.

Forty-four line copy, for 78 insertions, is going out to newspapers from the Volkmann Agency, New York, to advertise Vapo-Cresolene.

N. W. Keane, New York, is using 100 lines, 3 times, in daily papers in large cities for the advertising of Mumm & Company's champagne.

Foster DeBevoise, New York, has secured the account of the Morris Furniture Company, of the same city. Newspapers are receiving large copy.

The M. P. Gould Co., New York, is asking for information and rates from newspapers on automobile advertising. It is reported that this agency has secured the Franklin Automobile account.

The Allen Advertising Agency, New York, is placing copy with newspapers to advertise the Tampa Bay Hotel, Tampa, Florida.

Page copy is going to a list of standard magazines from the Frank Presbrey Company, New York, for the advertising of the Locomobile Company of America, makers of the winning car in the Vanderbilt Cup Race.

E. C. Hall & Co., of Brockton, Mass., are using daily papers in their section on a coffee campaign. Clinton Jordan, of the Shumway Company, Boston, is placing the business.

The H. Sumner Sternberg Advertising Service, New York, has recently secured the following accounts: The Hickey-Freeman Co., Rochester, N. Y., clothing; Hirschberg & Co., New York, hats and caps; I. Hamberger & Son, Baltimore, high grade clothing, and M. & M. Miller, Baltimore, clothing.

A. C. Meyer & Co., Baltimore (Dr. Bull's Cough Syrup), expect to take up a newspaper campaign during the latter part of November. The business will be placed as formerly through the C. E. Sherin Co., New York.

The John H. Woodbury Co., New York, is still in the hands of a receiver. The entire advertising staff has been dropped and no advertising is contemplated.

The Carleton & Hovey Co., Lowell, Mass., is making 1,000 inch contracts with dailies and 250 inch contracts with weeklies throughout the country. The business is placed direct.

The Mellen's Food Co. will use no newspaper advertising next year. The appropriation will go into women's publications and general magazines. The business will be placed direct by the advertising manager, Arthur B. Harlow, in November.

The Ben Leven Advertising Agency, Chicago, on account of the expansion of its business, has taken larger quarters in the Chemical Building in Dearborn St. Among the contracts it handles are those of the Malta Vita Pure Food Co., James E. Pepper Distilling Co., E. C. DeWitt & Co., Kodak medical preparations, and a number of mail order houses.

Boston Notes

The appropriation for the advertising of Brown's Bronchial Troches will be made in a short time and the contracts will go through the Morse International Agency. This is the product of John I. Brown & Sons, 144 Oliver St., Boston.

The Philadelphia & Boston Face Brick Co. is preparing plans for an advertising campaign in the magazines. The business will be placed by the Boston office of the J. Walter Thompson Co.

The James T. Wetherald Agency is placing the final contracts of the Lydia E. Pinkham advertising. These contracts cover two years and no papers will be considered after the list is finally closed.

Contracts to newspapers for the advertising of M. Steinert & Sons are going out through the F. P. Shumway Agency. New England dailies are being used in cities and towns where they have representation. Later in the season a mail order campaign is being planned for covering the agricultural regions.

Wood, Putnam & Wood have been sending out contracts to dailies for the advertising of the Herald Ranges. This agency is also placing some annual contracts for Dr. C. T. Fiske, Portland, Me.

Newspapers are being used by the F. P. Shumway Co. for the advertising of Bell's Spiced Seasoning. The contracts cover the Thanksgiving and Christmas period.

A large list of papers, dailies and weeklies is being used by the J. C. Ayer Co., Lowell, Mass. The contracts figure two inches or more for one year. The orders go out direct and are placed by W. M. Fairbanks, advertising manager.

The Douglas Shoe Co., Brockton, Mass., will send out some additional orders around the first of the year. The business is placed direct by Frank L. Erskine.

H. E. Ayres & Co. are sending out some additional copy on the advertising of "Nerves," a new medical preparation.

Now that the courts have decreed that the Bangor (Me.) Commercial must cut out liquor advertising, all the papers of the state are "dry" and no liquor advertising of any kind appears in the columns of any Maine publication. Yet, the patent medicine people are getting the usual good results from the field.

W. W. Rawson & Co., one of the largest seed houses in New England, has discontinued all advertising for the present. It is expected that a campaign will be started in the spring of 1909 through the Shumway Agency.

The Chelsea Distributing Co., Chelsea, Mass., is advertising Rock, Rye & Honey in a list of New England dailies covering a year's business through the R. P. Tillman Agency, Globe Building.

Magazine contracts for the Colt Fire Arms Co., Hartford, Conn., advertising will go out soon from the P. F. O'Keefe Agency, Carney Building, Boston.

The Gillette Safety Razor Co., Kimball Building, is making plans for a magazine campaign for 1909. All contracts beginning with the January issues will be placed by the Arnold & Dyer Agency, Philadelphia, who are already placing the newspaper contracts.

The Pettingell-Andrews Co., electrical merchandise, which has recently placed Zenos W. Carter, formerly of the Barta Press, in charge of its publicity department, will increase its space in trade and class publications.

The list of magazines and newspapers for the advertising of Cuticura Soap is being considered by the Potter Drug & Chemical Co. The list will be passed upon in November and the contracts will go out through the Morse International Agency.

FAKE BARGAIN ADVERTISING.

There has been some discussion in the newspapers and among merchants as to whether it ever pays to advertise bargains that cannot be backed up with the merchandise and then, when the customers call, make the excuse that the articles have all been sold. Such tactics, admittedly, will draw people to the store. The question is: Will they ever come back if they do not at least get a sight of the goods offered?

In this day of fierce competition a house cannot afford to lose patrons in this way. The material from which they draw trade is necessarily limited. To get people in the store on the strength of bargains offered and then trade up and sell better goods is perfectly legitimate, but the advertised goods must be there.

Further, the point is raised whether it is not a strong trade-keeping move to let a generous proportion of those who call in answer to a bargain obtain such extra values. Steady patrons appreciate getting extra values, even though only occasionally, and are made friends thereby.

The main point, however, is to keep their faith. Faking a bargain sale is so flimsy that keen customers see through the dodge, get wise and depart, the chances are, forever.—*Men's Wear.*

What the Big Stores Are Doing

It is said that a little dry goods store up-town in New York lately made a fine success of a shirtwaist sale, advertising shirtwaists at one cent each. People had to go to the store to find out how it was done. Scheme simple enough. A woman bought one shirtwaist for ninety-nine cents, and that entitled her to select another for a cent—same as two for a dollar.

This is just good, sensible, quality talk about some children's clothing—no radical new idea about it, and yet the would want those goods and no others for a baby: "The distinguishing features of the Arnold knit-goods are their fine, soft texture, their washable and wearable qualities, the thoroughness of make, and the supreme comfort they give to all who wear them. These goods have a national reputation, and are endorsed for their superior hygienic qualities." (Benson & Thorne Lilliputian Bazaar, Omaha.)

"You've got to trust the man who sells you silk," argues the ad man at Thompson, Belden & Co. (Omaha). "There is a process these days whereby the cheapest of 'bargain square' silks can be made to look exceptionally well and sold at very low prices. It may be in the finish, quality of silk used, or loaded in order to give them weight. In some cases it takes an experienced person to tell them at the time. All these imperfections may not be detected at first, but may be felt tremendously later on." This sort of argument can be made to do a lot of good if used in the right way.

"Just because an article is cheap is a very poor reason for buying it—some of the cheap clothing would be dear at any price—we make our strongest claim for your patronage on the high grade of merchandise offered, and then we ask you to consider the prices at which we are selling. It shouldn't matter one bit to you whether this is a clearance sale or not, you should be just as discriminating in your selection and just as careful in your buying." From Isaac Benesch & Sons, Baltimore, Md.

"Slip-over night gowns, with lace yoke and sleeves, marked for 'good-night' selling at 79 cents." Advertised by L. S. Ayres & Co., Indianapolis, Ind.

A number sale at Grand Rapids, Mich., was distinguished for the plan of setting a number opposite each special offering, as an easily remembered tag for the reader's memory. (Herpolsheimer's.)

When you choose a piano, you choose a life companion. Just like choosing a wife. When a man chooses a wife

he is naturally very careful (says this ad man—though really some people are not, you know). A mistake is fatal to happiness. The same is true in choosing a piano. A good piano will last a lifetime, and it is a matter of lifetime association. Don't make a selection that will result in years of constant annoyance. (Jesse French Piano Co., Birmingham, Ala.)

A "Less Expensive Department," somewhat like the bargain stores and basement counters where slaughtered goods are constantly found. This one has a new idea, though. It is a department in the ad where staple fabrics, piece cottons, towels, pillow cases, sheets, etc., are offered at lower and lower prices as they fall through the present decline in prices, due to hard times. On the assumption that housewives are running the household on less money this year, the "Less Expensive" department keeps them posted on bargains. (Emery, Bird, Trayer Co., Kansas City).

"For Friday, Remnants and 'Stickers.' Of course you know what we mean by 'Stickers.' But anyway, it's the familiar name for the slow-goers in merchandise. Stickers are not always poor goods, they simply are not quick sellers at the price they should be sold at, and so in the modern art of merchandising they must be made to go. All our Stickers 5 cents a yard." Along educational lines from M. Rich & Bros. Co., Atlanta.

DID AS HE WAS TOLD.

"Mr. WHITLESS," said the city editor to the new reporter, "there's to be a meeting of the trustees at the public library building this evening at 8 o'clock. You may go and cover it. Make a story of about four hundred words out of it."

The new reporter went away on his assignment, and the chief of the local department turned again to his desk, made an entry in the assignment book that lay before him and dismissed the matter from his mind. About eleven o'clock, however, he suddenly called out:

"Where's Whitless?"

"Here, sir," answered that young man, coming forward.

"I sent you to a board meeting at the public library. Where's your story?"

"It isn't quite finished yet. You told me to make four hundred words of it, and I've got only a little over three hundred so far."

"What did they do?"

"They met, called the roll and adjourned until next Tuesday evening."

—Independent.

The Restaurant Proprietor Who Went Out For Lunch



is not one bit worse than the publisher who neglects to give his own business the same "food" he offers his customers.

If your paper is worth advertising in, it's worth advertising.

Every argument your solicitors use to secure advertising—every reason that makes your publication valuable to advertisers—is a reason for advertising your publication in PRINTERS' INK.

Many publishers spend more for postage on circulars that usually reach the waste basket unopened, than the cost of regular space in PRINTERS' INK, where their announcements would be read and respected.

Whenever you have anything to say to advertisers, say it in PRINTERS' INK.

PRINTERS' INK PUBLISHING CO.
10 SPRUCE STREET, NEW YORK



AN IMPORTANT NOTIFICATION

The crops notify Mr. Farmer that he is the whole thing and bound to poll the dollars this fall.

From the *Journal* (Minneapolis) with our apology for adding COMFORT.

This cut so aptly illustrates the phenomenal prosperity of the farmers as being the real cause and sound basis of returning general prosperity and business activity this fall, that so high an authority as *The Review of Reviews* copied it in its October number in connection with its article on that subject, from which we quote the following:

FROM THE REVIEW OF REVIEWS, OCT., 1908.

"The Government's final figures show that we shall produce about six hundred and sixty-six million (666,000,000) bushels of wheat, 5 per cent. more than in 1907, and two billion, six hundred million (2,600,000,000) bushels of corn, about the same as last year's crop, while other crops come well up to the ten years' averages." "With magnificent prices for grains and a good price for cotton, the farmers should be happy."

"It looks as if it were a question of short time, when with political uncertainties removed, the country will much more rapidly approach the trade conditions prior to 1907."

The revival of prosperity began with the farmers, who after a succession of years of enormous crops and high prices have polled the dollars, sure, and are feeling good,—good enough to spend some of them.

If you want to sell your goods, why not offer them through COMFORT ads. to the only class in the community that is especially prosperous in spite of the recent hard times?

COMFORT reaches more well-to-do farmers in every State and Territory than any other publication.

We are adding thousands of new names to our subscription list each day now; sure to be largely augmented by our Jubilee-Souvenir November number.

Apply early for extra space in Christmas COMFORT and reap the first fruits of this large infusion of new blood. Forms close Nov. 15th.

Send through any reliable agency, or direct to

W. H. GANNETT, Publisher, Inc., AUGUSTA, MAINE

New York Office: 1105 Flatiron Bldg.
Walter R. Jenkins, Jr., Representative.

Chicago Office: 1635 Marquette Bldg.
Frank H. Thomas, Representative.